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TRAVELING PUBLICITY CAMPAIGNS

EDUCATIONAL TOURS OF RAILROAD TRAINS AND MOTOR VEHICLES

BY
MARY SWAIN ROUTZAHN
DEPARTMENT OF SURVEYS AND EXHIBITS
RUSSELL SAGE FOUNDATION

RESEARCH DIVISION
THE
AMERICAN
CITY BUREAU

NEW YORK
RUSSELL SAGE FOUNDATION

Publicity
Educational Sources
Travelling exhibits
Exhibitions & Travelling

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EDITOR'S PREFACE

IN THE endeavor to spread information widely and well a multitude of ventures have been carried on in recent years. Interesting among these has been the combining of educational material and activities on the one hand with modern facilities for transportation on the other—the putting of exhibits, demonstrations, motion pictures, and other campaigning equipment on railroad trains, trolley cars, and motor trucks so that they may tour a whole city, a county, or cross a continent.

A glance at the appendix to this volume will show how extensive this form of educational effort has become. Beginning a dozen or more years ago with trains which showed improved methods of farming the list includes trains for teaching health, sanitation, safety, and food saving; trolley cars carrying exhibits on child welfare; and automobile trucks equipped to give motion picture shows on health and other subjects. Recently some of the trucks have also carried equipment for demonstrating methods of food canning, or for dispensary service. While the traveling campaign centering in the railroad car has had the longer history, developments in the educational use of the motor truck have been of such number and variety as to indicate, if one may venture in probabilities, relatively greater future activity for it.

The extensive use of this method of disseminating knowledge in the past, and the probable continuation and extension of it in some form, have made it seem desirable to bring together as much as possible of the working knowledge which has been gained in planning and conducting these campaigns, and to put it at the disposal of those interested in popular

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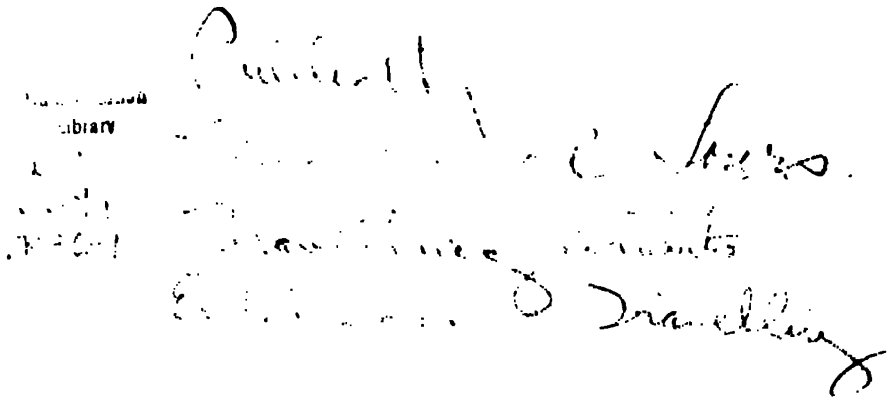

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forms of educational work. The material here presented is thus not so much an evaluation of the traveling campaign method of spreading information as a review, or perhaps better, an anthology of practical experience thus far formulated, plus the observations of the author of the volume. The practice of those who have had first-hand contact with the problems and possibilities involved will undoubtedly have value for future planning. It is hoped, however, that the experience here set down, instead of forming a sole reliance or boundary to effort, may become a stimulus to the play of fresh ingenuity in creating new forms of illustrative material.

But as to the question of evaluation, until more data on these campaigns are recorded, that will still need to be done by those responsible for each particular tour and conversant with the particular conditions and requirements of the case. It is a familiar and not unnatural tendency, in selecting an avenue by which to reach the public, to adopt a method already used by someone else without waiting to get full information on its advantages and limitations. This happens in large part no doubt because the information desired is often hard to get without extensive inquiry. A second purpose of this volume is to bring together in brief compass the available data on traveling campaigns and thus to lessen the burden of extended inquiry for those who will need to make practical decisions.

In addition to a pooling of the facts gained through the practical conduct of traveling publicity campaigns it is further hoped that the material here assembled may provide a sort of nucleus or center of gravity which will attract criticisms and further data. The criticisms, in the course of time, may lead to a fuller treatment of the subject, and afford a better basis for determining whether the advantages of campaigns set upon wheels outweigh their inherent disadvantages when viewed in relation to particular projects or other campaign possibilities.

In the meantime grateful acknowledgment is made to the many who have already been generous in answering inquiries and furnishing information gained from their daily contact with traveling campaigns, and to those who have furnished photographs and offered many helpful suggestions.

SHELBY M. HARRISON.

TABLE OF CONTENTS

PAGE

EDITOR'S PREFACE iii
LIST OF ILLUSTRATIONS xi

CHAPTER I

INTRODUCTORY 1

CHAPTER II

PURPOSES AND ADVANTAGES OF TRAVELING CAMPAIGNS. 3
The Train as an Event 4
A Tour as a Campaign "Feature" 6
Novelty and the Danger of its Wearing Off . . 6
Not a Quick Method 7
Traveling Campaigns and Results 8
Cost of Tours 8
As Between Trains and Trucks 10

CHAPTER III

HOW TRAINS HAVE BEEN USED IN CAMPAIGNING . . 13
Agricultural Trains 13
Health Trains 20
War Propaganda 21
A Government Safety First Train 23
Trolley Tours 23

CHAPTER IV

CAMPAIGNING WITH MOTOR VEHICLES 25
Motion Picture Tours 25
A Typical Motion Picture Motor Tour . . . 26
Traveling Dispensaries 27
Cleveland Children's Year Special 27
Motor Truck Clinics in Italy 30
A Government Child Welfare Special . . . 30

TABLE OF CONTENTS

PAGE

Speaking Tours by Automobile or Motorcycle . . 34
A Motorcycle Knight of Health 34
Carrying the Canning Kitchen to the Food Supply 37
"Caravans" of Trucks 39

CHAPTER V

ADVANCE PUBLICITY AND ORGANIZATION 42
Importance of Good Advance Work 42
General Advertising 43
Specialized Appeal 44
Arrangements for Distributing the Attendance . 44
Arrangements for Local Co-operation in Management 45
Getting the Advance Work Done 46
Qualifications of the Advance Agent 49
The Job of the Advance Agent 50
Assignments of Advance Work for Local Committees 52
Explanatory Statement for Local Co-operating Committees Regarding the Pennsylvania Food Conservation Train 54
Reception Committee 55
Committee on Newspapers 56
Advertising Committee 57
Committee on Special Delegations 59
Committee on Co-operation of Churches . . . 61
Committee on Schools 62
Committee on Attendance of Foreign Language Groups 63
Committee on Speaking 64
Committee on Personal Canvass 64

CHAPTER VI

THE MESSAGE OF THE TOUR 66
Choice of a Topic 67
What to Tell 70
Making up the Program 71

TABLE OF CONTENTS

PAGE

Programs of Exhibit Trains 73
A Program Combining Demonstrations and Exhibits 76
Outdoor Speaking at Trains. 77

CHAPTER VII

EXHIBIT CARS. 78
Types of Cars 78
Traveling Accommodations for Staff Members . . 80
Treatment of Car Interiors 80
Exhibits 81
Use of the Space for Display 84
Placing Exhibits 87
Arrangement of Subject Matter 88
Some Observations from Practical Experience . . 90
Arrangement of Car for Demonstrations . . . 92

CHAPTER VIII

THE TOUR OF THE TRUCK OR TRAIN 94
The Places to be Visited 95
Receiving the Visitors 97
The Rate of Progress in Exhibit Cars . . . 99
Distributing the Attendance 101
Explaining the Exhibits 104

CHAPTER IX

FOLLOW-UP WORK. 106
Getting the Subject Talked About 107
Printed Matter for Distribution 109
Publicity Following the Train's Stop 110
Organization of Local Forces 111
Checking Up Results 113

APPENDIX: Reference Lists of Train, Truck, Trolley, and other Traveling Campaigns . . . 117

BIBLIOGRAPHY 137

INDEX 143

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LIST OF ILLUSTRATIONS

	OPPOSITE PAGE
The New York State Healthmobile	10
Interior of Exhibit Car of the "Peach Special"	14
Health Cars of the Louisiana Department of Health	20
Cleveland Children's Year Special	28
Truck With Extension Devices	29
Traveling Dispensaries	30
Interior of Child Welfare Special of the Federal Children's Bureau	31
Canning Squad and Portable Kitchen	38
A Transcontinental Truck Tour	39
Poster Advertising the Coming of an Exhibit Train	44
Group of Objects Expressing One Idea	70
Demonstration Car	76
An Outdoor Program	77
Flat Cars Used for Displaying Captured German Trophies	80
Interior of Health Exhibit Car	84
A Well Arranged Exhibit Car	85
Food Conservation Train of New York State College of Agriculture	86
Arrangement of Railroad Car Interior	87
Car Especially Designed for Cooking Demonstrations	92

I

INTRODUCTORY

THE tour of the peddler with a pack or cart stocked with goods for sale and a budget of news for free distribution, and that of the patent medicine man with his illustrated lecture of misinformation that sells his dubious wares are forms of traveling publicity campaigns long familiar in rural districts.

Of recent years many peddlers, carrying new ideas and useful information but no goods for sale, have been going about the country representing national and state government bureaus and private organizations. Their wares are helps to better crops, better houses, better health. Their mode of traveling has progressed from wagons to trains and from trains to motor trucks. The size of the enterprise has varied from a single wagon or automobile with a speaker and a batch of leaflets to a train of railroad cars or trucks that carry a traveling exhibit rivaling the "Greatest Show on Earth." The tours extend from a jaunt through the county or the districts of a city to a transcontinental journey. Whatever its form, if the purpose of the enterprise is to spread information or ideas, or to promote a community program, it

is of interest from an educational and publicity standpoint.

Although traveling campaigns have been many and varied and the method has been in use for a number of years, to our knowledge there has been no attempt up to this time to set down the methods and experiences, the successes, failures, and difficulties of the various campaigners.

Believing that this method of promoting social programs will continue to be employed, whatever the type of vehicle used to convey travelers and their outfits, we have gathered information about a number of campaigns and offer it here, together with comments and suggestions for the benefit of those who may be considering the method for the first time or who have tried it and wish to compare their experiences with those of others. The descriptions and suggestions are drawn from accounts of about seventy-five tours of trains, trucks, trolley cars, and other vehicles, obtained from printed reports, articles, letters, replies to questionnaires and interviews, as well as from the observations and experience of the writer.

II

PURPOSES AND ADVANTAGES OF TRAVELING CAMPAIGNS

THE popular educational tour on wheels is a method of carrying news and facts from town to town, instead of distributing this information in wholesale manner to many towns at the same time through newspapers, letters, posters, and other familiar avenues for disseminating information quickly and widely. This use of a method resembling more or less the old-time place-to-place spreading of the news but in a modern, up-to-the-minute dress, even under the most favorable conditions involves a considerable outlay in money, a great deal of hard work, careful and detailed planning, and equally careful oversight throughout the journey and the follow-up period. Therefore the person or group contemplating such an undertaking will naturally wish to consider carefully its efficiency as a method of publicity before embarking on it.

In some instances the reason for using the truck or train is that it may be routed to remote rural districts not well served by the more modern methods of news distribution. Wherever it goes, however, the train or truck has two chief advan-

tages as a publicity method; first, it is an economical way of bringing before scattered audiences well-equipped speakers or graphic and otherwise attractive illustrative material—economical because a single group of speakers or unit of exhibits may in this way be made to serve a large territory; and, second, its visit to each town may be made an important event, something which creates news and which may appeal to the imagination of people generally.

The tours that are described in the following pages suggest just a few of the unusual and graphic features that may be assembled in a traveling show to attract attention and to make facts and ideas more easily understood and remembered. The train or truck in addition, as already suggested, to bringing into town especially talented or well-informed speakers and demonstrators, brings also equipment for demonstrations that may be bulky, expensive, or for other reasons difficult to duplicate and distribute for display; also rare objects such as the people in the communities visited would not be likely to see at all, except as they are brought in for this brief visit.

The Train as an Event

The visit of the train, like the revival meeting, the fair, or the Fourth of July celebration, may be made such a striking event in each community that its program gets and holds the attention of many people who would not read a newspaper

article or go to an ordinary meeting to learn about the same topic.

Such an event may be especially timely if a new movement or plan is about to be launched within the territory to be covered. The brief demonstration presented before a representative group of citizens gathered to meet the truck or train often paves the way for the organization of a permanent activity in the community. This is true because the method often allows for a more concentrated educational effort than can be effected in the same time through other types of campaigns. For example, the occasional visit of the agricultural special, demonstrating improved methods has, in many instances, preceded the forming of a county organization of farmers to devote themselves continuously to studying and experimenting in better farming.

A train or truck campaign, well handled, will help to give freshness to ideas which may become stale if they continue to reach the people in the same familiar forms. Whatever the subject matter or purpose of a local movement for community education or welfare, both the workers or leaders and the people who form the audiences are refreshed by variations from familiar methods of presenting the ideas that need to be gone over time and again in order to get the greater numbers to listen, to understand, and to assimilate them. The local effectiveness of the work of the county agricultural agent, or the tuberculosis com-

mittee, or the movement for better rural schools may sometimes be stimulated through the visit of traveling campaigners bringing reinforcements in the way of enthusiasm, news gathered along the route, or old ideas illustrated in new and striking ways.

A Tour as a Campaign "Feature"

One occasion when a train tour may be desirable is when the need is felt for a unique feature or "stunt" in a campaign that employs a great variety of methods. The Liberty Loan trains were expected to add "punch" to local campaigns and to make bond selling easier. When a vigorous effort is being concentrated on an issue or an idea, a tour of prominent speakers, or striking exhibits, or both, may add a spectacular element and secure much publicity; first, by getting direct attention for the idea, and second, by providing material for "news" both in the press and in the everyday talk of the people.

Novelty and the Danger of its Wearing Off

As a novel device for attracting attention both train and truck have a real though possibly a short-lived value. In many sections of the country the exhibit train has long ago become familiar, and already those who are seeking some new form in which to get their story over are equipping and operating motor trucks. In a few years these, too, may lose their power to arouse curiosity. How-

ever, the fact that the novelty of a device wears off does not necessarily destroy its value. While the novelty of the method itself may wear off, the contents of the train and the program of the itinerant campaigners leave no end of possibilities in the way of fresh attractions.

In the use of graphic methods there have been great advances within quite recent years. So far, only a few of the newer forms of expressing information in picturesque and dramatic forms have been used in truck and train projects. There is no reason why trains and trucks should not continue indefinitely to draw expectant visitors looking for the new features that may be added this year, just as a circus, a fair, or exposition is repeated successfully year after year. The exhibitor who uses an attention-getting device for the first time in any locality is to some extent responsible for the future success of any similar traveling shows in the places visited. People who went to see the first train or truck are likely to visit the second or stay away, according to the impression made by the first. This responsibility can be met through careful preparation and good management.

Not a Quick Method

A point sometimes urged in favor of the educational tour is its rapid method of carrying information over a wide area. It is undoubtedly the quickest way of displaying the same objects to a number of communities. But if you wish the

people throughout your territory to have the same information as nearly as possible at the same time, any method in which the material is duplicated and sent out to all points at once from a central place is obviously more suitable than conveying the message from place to place.

Traveling Campaigns and Results

One objection frequently raised by those who have conducted educational tours is that they are quickly forgotten and bring no lasting results. This is probably a valid objection to the incompleteness of a particular campaign rather than to the method itself. If the follow-up work is not planned just as carefully and carried out as conscientiously as the tour itself, there is no reason to expect that people will remember it or that action will follow. Every form of publicity, whether a newspaper article, leaflet, lecture or motion picture would be just as quickly forgotten if it were an isolated effort and not part of a well-rounded educational campaign. In the section on follow-up work, page 106, methods are discussed of fixing the impressions made on the minds of visitors to the train and of inducing them to apply the instructions given.

Cost of Tours

What it costs usually plays a larger part in the choice of a publicity method than any other single factor. Analysis of the whole plan of the tour is

needed in order to decide regarding the wisdom of spending money on it. An advance estimate ought to indicate whether a given expenditure on a traveling campaign appears likely to bring larger returns than the same amount spent on some other method.

The cost and the scale of different enterprises vary so greatly and prices are so different from year to year, that it is impossible to estimate, on the basis of one project, what another one is likely to cost.[1] By writing to the sources of information listed in the appendix, beginning on page 117, the reader will probably be able to obtain detailed information about the cost of any enterprise of a type that may interest him. Several directors of tours have reported that they consider the method too expensive. It was found too expensive in one northern state because the initial outlay was so great in comparison with the relatively short season during which the truck could be operated. In one southern state the expenses of an automobile tour were found to be out of proportion to the

[1] The following records of tours may prove at least suggestive: A three-car train, which traveled through Pennsylvania for five months in 1918, had running expenses of approximately $325 a week. This included traveling, living expenses, and salaries of three staff members, the initial cost of exhibits and printed matter, and repairs. It did not include the salaries of three additional demonstrators, or the initial cost of rebuilding the interiors of the cars, or any expenses for hauling of the cars.

A motion picture tour with an automobile truck, traveled for twenty-eight weeks in 1917 in Maryland at an expense of $124 a week. This included the fuel and repairs for the car, expenses of the field staff, rentals of films, and various miscellaneous expenses connected with the operation of the tour.

total budget of the organization. A number have reported the method inexpensive, but they may not have charged against their budget items that others have been obliged to include. Cars and hauling may have been provided by a railroad company; the truck may have been a gift; the specialists and demonstrators may have been regular members of the staff of the organization and their salaries not charged against the budget of the tour. In some cases the truck drivers have been volunteers. All of these things need to be taken into account in making any decision on the basis of the amount a tour has cost someone else. It is safe to say that, under the most favorable circumstances, a well-conducted traveling campaign is not a cheap method of publicity, and the organization considering it should be very sure that the enterprise is timely and especially suited to their purpose before embarking on the venture.

As Between Trains and Trucks

The most serious drawbacks to a train are that it must stay on a railway siding, is frequently inconvenient to reach, and its location hot and dusty in summer, lacking in open space where crowds can gather comfortably, and, worst of all, is noisy. Still another drawback is that the shape of a car is not adapted to the effective display of exhibits and it is difficult also to handle large numbers of visitors.

Even with these awkward handicaps, however,

the railroad car has the advantage of greater size as a setting for exhibits and demonstrations. Exhibits and equipment for demonstrating, moreover, may be permanently set up in a train of cars, so that everything is in readiness for visitors at the time when the train reaches its stopping place. But the truck is a place for storing rather than displaying exhibits, which means that each time a program is given, material must be unpacked and set up in tents, in a hall, or out of doors.

Good points for the truck are that, roads and weather permitting, the truck campaigner may go wherever and whenever he pleases and stay as long as he likes, independent of the rails and schedules that limit the freedom of a train tour. Even bad roads have not prevented some campaigners from reaching what had seemed to be inaccessible districts.

While the trucks have in certain ways greater adaptability to varied conditions than trains, the latter will undoubtedly continue to be employed where its own special uses are of paramount importance and particularly in cases where the railroads may find it possible, as in many instances in the past, to provide transportation free or at a nominal price. The truck, on the other hand, is probably only at the beginning of its usefulness in educational and publicity work. There are still untried possibilities of contriving methods for the carrying of materials especially adapted to a quick

III

HOW TRAINS HAVE BEEN USED IN CAMPAIGNING

FOR a number of years, with the co-operation of the railroads, state agricultural colleges, departments of health, and private state organizations have carried on educational and organization work through demonstration trains. The war propaganda which utilized practically every known form of publicity did not overlook train, truck or trolley. One or more of these was used in the campaigns for Liberty Loans, food conservation, and child welfare.

Descriptions of a few of these trains will illustrate the varied types of campaigns in which they have been employed.

Agricultural Trains

A Peach Demonstration Train started on a tour in November, 1919, for the purpose of encouraging and stimulating the peach industry in the East Texas Fruit Belt. The train consisted of two baggage cars containing exhibits of insect pests that menace the peach industry, life-sized models of diseased and perfect fruit, and actual branches of affected peach trees, and a box car containing a

tractor, orchard plows, and various other kinds of farm machinery needed by an up-to-date orchardist.

Regarding this train Mr. P. T. Cole, Agricultural Commissioner, St. Louis Southwestern Railroad of Texas, writes as follows:

The cars were moved on local freight trains nearly all the time, although on a few occasions we were moved by a through freight. The cars were opened to the public at 9 a.m., and the farmers were taken through in groups of about fifteen and a thorough lecture given them with explanations in detail regarding the various exhibits. We usually let the school children go through, but did not allow them to interfere with the work we were giving the farmers. In the afternoon, at about one o'clock, we accompanied the farmers to a nearby orchard taking with us pruning tools, the power sprayer, and the tractor. In the orchard we gave lectures on pruning, and then pruned about a dozen trees, or sometimes as many as fifty, after which we gave them a thorough spraying. This demonstration usually consumed the greater part of the afternoon, but we would return to the cars and discuss the different problems of orcharding with the growers and in many cases they remained with us until dark.

The growers in most cases were very enthusiastic over this work, and we had some excellent demonstrations. Some of the very best were given in orchards where we had done the same work last year, and where it was an easy matter to point out the beneficial results of proper spraying and pruning. We have a number of fine demonstrations to go back to next year to show the results of the work we have just done.

INTERIOR OF EXHIBIT CAR OF THE "PEACH SPECIAL"

A baggage car containing exhibits to show the diseases and insect pests that menace the peach industry, and the methods of destroying them. See page 13.

The Hessian Fly Special, as described below, is an example of a highly specialized effort toward accomplishing a very definite purpose:

Since its first appearance in Kansas as an important factor in wheat production, the Hessian fly has alternately disappeared and reappeared. During the forty-four years of its known presence in the state it has produced seven different outbreaks, the last and the greatest of which destroyed not less than fifteen million bushels of wheat of the 1915 crop. Believing that not only the attention of the farmers could best be called to the seriousness of the infestation, but also that more interest could be created in the control methods and that a larger number of wheat growers could be reached within a short time, the Kansas Agricultural College decided to request the Santa Fé Railway Company, which had a large mileage in the infested districts, to run a Hessian fly train. . . .

A chart of the infested districts was furnished the dean of the Extension Division who met with the officials of the Santa Fé and prepared a schedule consisting of sixty-two stops. It was left entirely with the college to decide as to the best time to run the train and it was felt that, inasmuch as the methods of control of the fly should begin as soon as possible after harvest, the best and most opportune time for the train would be the week just before the beginning of harvest.

The train consisted of a baggage car, two modern steel day coaches, each with a seating capacity of eighty-eight persons, which were used for lecture cars, and a private car, consisting of parlor and observation, dining and sleeping compartments. It was understood at the beginning that the train

was to be an exclusive Hessian fly train and thus it was advertised as the Hessian Fly Special, operated by the Kansas State Agricultural College in co-operation with the Santa Fé. The speakers consisted of three entomologists of the Agricultural College, one entomologist of the United States Department of Agriculture, the head of the Department of Agronomy, the superintendent of Farmers' Institutes of the college, and one county demonstration agent. In addition to the lecturers, the company consisted of the agricultural agent of the Santa Fé, the publicity agent of the Santa Fé, the publicity agent of the college, and representatives of some of the principal newspapers and farm publications. The divisional superintendents and roadmasters accompanied the train over their respective divisions of the road.

Addresses were made at all of the sixty-two places scheduled. In fact, at nearly all the places the attendance was such as to require two speakers and, on several occasions, it required a third speaker to accommodate the large crowd. If the attendance did not exceed two hundred, the two speakers took care of them in the lecture cars, but where the crowd was over two hundred the overflow was taken in the waiting room of the depot, where a speaker was provided. Where there was not an opportunity for the insect train to stop, a lecturer was dropped off to hold a meeting at the depot or an up-town place. Later, the man would be picked up by one of the regular trains and left at a station where the Hessian Fly Special was scheduled to stop. Or a man would be sent ahead on a regular train to hold a meeting and would later be picked up when the Special came through. In a few cases speakers were taken to neighboring

towns in automobiles. During the entire trip every speaker on the train gave practically the same Hessian fly talk. The entomologists and the agronomist of the college prepared the speech, copies of which were furnished not only to the speakers but also to all the railroad officials and publicity men who accompanied the train. The publicity men prepared beforehand all the articles to be used by the newspapers in the places where addresses were made. In other words, every address given and every newspaper article published had just one message and that was the seriousness of the infestation and what should be done to protect the crop of the next year. It is the opinion of the writer that much of the success of the Hessian fly train and the good accomplished were due to the fact that all departments and all persons concerned were together, and that nothing was said or done but what met with the approval and recommendation of every one. The fact that the very methods advocated for the control of the fly were in keeping with the very methods recommended by the Agronomy Department and which the progressive and successful wheat growers knew should be practiced for maximum yields, appealed to the better judgment of even the most skeptical ones. The time allowed for each stop was about forty minutes. The speakers usually arranged for a few minutes' discussion before closing the meeting. Specimen cases, charts, and illustrated material were used in nearly all lectures. As the men left the lecture cars or the waiting room they were given circulars on the Hessian fly and the preparation of the seed bed for wheat. The Hessian fly circular was printed primarily for the occasion. It was simply a timely article empha-

sizing the methods of control and closing with a brief life history of the fly.

In nearly all cases large crowds met the Hessian Fly Special and the total attendance for the week was approximately seven thousand.[1]

Health Trains

In the early days of the tuberculosis movement cars were extensively used in traveling health campaigns. A pioneer in carrying the message of health over a state on exhibit trains was Dr. Oscar Dowling, President of the Louisiana State Board of Health. His health train made its initial trip in 1910 and with many changes since that time has continued in service. After the first tours, made with cars loaned by the railroad, had demonstrated the popularity of the train, the State Board of Health purchased two coaches. One was fitted up as an inspection car with a part of it given over to living and office quarters, and the other as an educational exhibit car, containing displays of models, charts, and laboratory specimens. Later, two more cars were purchased for living quarters and the inspection car was turned into a laboratory car.

A practical application of the lessons taught on the tour was made by inspectors who accompanied the train. In each place visited they inspected and scored buildings in which the sanitary conditions imperilled public health, the reports of their

[1]Journal of Economic Entomology, Vol. 9, No. 1, 1916, George A. Dean, Entomologist, Kansas State Agricultural Experiment Station.

findings being given publicity while the train was in town. This train attracted the attention of health workers in other states and has made a number of trips outside of Louisiana in response to their requests.

The Board of Health of Kansas has used a Pullman car to carry exhibits on child welfare, tuberculosis, and other health topics. A woman physician and public health nurses traveled with the car and gave health talks and explained exhibits. Sixty-nine cities and towns were visited, the stops varying from one to four days. The purpose was chiefly educational, but an attempt was made to discuss their health problems with individuals.

Another example of the Health Special was a car sent out by the West Virginia Board of Health during 1919, and described in letters sent in advance to the newspapers as:

> A fine, vestibuled coach, equipped with electrically driven models, health posters, exhibits of living bacteria, exhibits of Red Cross work, a moving picture machine, and a small but complete chemical and bacteriological laboratory in one end.

War Propaganda

During the war, trains were used in several states to carry the message of food conservation and more especially to encourage home canning by simple methods. The Pennsylvania Food Administration, in co-operation with the Pennsyl-

vania State College of Agriculture and the Pennsylvania Railroad, ran a train of three cars during the first and second summer of the war. The train included an exhibit car containing posters and graphic devices showing why food conservation was necessary; and two cars where skilled demonstrators illustrated methods of baking with wheat substitutes and the canning and drying of fruits and vegetables.

A Save the Surplus Special of two cars toured New York State encouraging home canning and helping practically to increase it.

During the Fourth Liberty Loan campaign exhibit trains were used in some districts for displaying war trophies, and during the Fifth Liberty Loan several shiploads of war equipment and trophies were distributed over the whole country for display on trains which were sent into the rural districts and cities. Each train included several flat cars and a baggage car loaded with captured cannon, German aëroplanes, machine guns, trench mortars, gas warfare apparatus and gas masks, and thousands of other interesting trophies. One of our own tanks, dressed up in its fighting clothes, was an interesting feature of the exhibits. Each train was accompanied by an armed guard of returned soldiers, sailors, and marines.

In Missouri a Women's Patriotic Special made a two weeks' trip carrying women speakers who gave talks on the Red Cross, food conservation, and other war topics.

A Government Safety First Train

Probably the most elaborate exhibit train that has yet been sent out was the Safety First Train of the Department of the Interior, which toured sixteen states during a period of four months and was visited by over a half million people. This train, which was furnished by the Baltimore and Ohio Railroad, consisted of twelve steel cars, including a sleeper and diner, and was hauled by two powerful passenger locomotives. Six governmental departments and the American Red Cross had exhibits relating to safety work, the purpose of the tour being "to acquaint the people with the work that the Federal Government is doing every day to protect its citizens against injury and death, and with the measures it takes to promote the health and comfort of the people."

Trolley Tours

Campaigns have been conducted on interurban lines in several states. For about three months the Woman's Committee of the State Council of Defense ran a Children's Year Special over much of the interurban trackage of Michigan, in the interests of better babies everywhere, and as a help in saving Michigan's quota of the one hundred thousand babies the Children's Year was to save.

The car was divided into three sections—the first part contained an exhibit, the second a compartment in which babies and children brought for

tests were undressed and dressed, and the third a model examination room where tests and examinations were made by skilled physicians and trained nurses.

The Woman's Committee of the State Council of Defense in Massachusetts also ran a children's welfare car. The interior of the car was given over to exhibits of literature and posters on food conservation and child welfare. The front and back platforms were enlarged and surrounded by arm railings. On one platform a kitchen was arranged, where a lecturer gave actual demonstrations of the various food substitutes; on the other a trained nurse instructed mothers upon the care and feeding of children in wartime.

IV

CAMPAIGNING WITH MOTOR VEHICLES

TRAVELING motion picture shows, dealing with health and other subjects, traveling dispensaries and tours demonstrating uses of trucks and thus advertising trucks themselves, are the chief educational uses of motor vehicles reported in response to an inquiry widely sent out.

Motion Picture Tours

Of these, the traveling motion picture show seems to have been longest in the field. Many state health departments and state tuberculosis associations have been and still are conducting a part of their educational work by this means. Recently the Red Cross has carried the story of its overseas work into remote rural districts in a certain section of the country by means of a truck equipped with pictures and machine. A returned overseas worker travels with the truck and gives talks about past achievements and future plans. An organization interested in promoting the use of commercial and industrial films has a number of well equipped trucks which are sent to city parks as well as country districts to give open-air entertainments.

A Typical Motion Picture Motor Tour

The North Carolina State Board of Health has used a health car equipped with electric lighting plant, motion picture machine and accessories, together with a large selection of health and comic films, all in charge of a lecturer and machinist. This car was sent out in response to invitations to give health entertainments in co-operation with local committees, the latter sharing the expense.

The plan was to give substantially the same program in a different place in the county each day during one week. Each of these places then received a return visit during each of two succeeding weeks with a complete change of program. A single program usually consisted of five or six reels of motion pictures, including three health films and scenic and comedy films. A victrola was carried with the car to provide a preliminary musical program and a musical accompaniment with the comic films. While the health films were being shown, the lecturer made running comments. Free health literature was on display at a convenient place to be given out in response to requests. The programs were given in the school house, church, hall or outdoors. Where special illumination was needed strings of incandescent lights were provided.

The staff carried with them a complete camping, cooking, and sleeping outfit.[1] Their schedule

[1] Not all of the touring campaigners have considered it an advantage to carry camping outfits. Some of them say that the work is

usually included two programs a day and 12 visits to as many places during a week.

Traveling Dispensaries

The use of motor trucks for dispensaries or clinics seems to be increasing rapidly. A number of traveling tuberculosis, dental, child welfare, and baby clinics are reported from many parts of the country, not only for rural districts but for large cities. Some of these dispensaries on wheels are intended chiefly to provide service, that is, to examine people, rather than for the purpose of publicity or education. In this case the truck is simply a convenient method of extending clinical work to districts that have no dispensaries, or to the homes of patients who cannot or will not go to the dispensary. But even where service is the main purpose, these trucks are of value educationally, particularly in this early stage of their use when their novelty attracts attention to the clinics. Other traveling dispensaries are intended chiefly to demonstrate to the community the need of establishing, permanently, some such service as the dispensary gives during its brief stop-over.

Cleveland Children's Year Special

A traveling truck dispensary was adopted as a feature of the Children's Year by the Children's

so strenuous that they should have good beds at night and no responsibility for providing for their own comfort. On the other hand, in some districts camping may provide more comforts than rural hotels would.

Year Committee of the Cleveland Council of Defense. Mr. J. Dean Halliday, Director of the Bureau of Health Education of the Cleveland Department of Health, who planned the construction of the truck and directed its use later, had charge of a similar campaign for the American Red Cross Tuberculosis Commission in Italy.

The type used both in Cleveland and in Italy[1] as shown in several illustrations (see cuts opposite pages 28 and 30) has side tents, which, when set up, provide fair-sized rooms. The tent on the left was used as a waiting and dressing room for the mothers who brought babies for examination; that on the right as lecture and exhibit room. Here posters and model outfits for the baby were displayed and literature was given away. The body proper built on the carriage of a large army truck was fitted out as a model dispensary with examining tables, scales, measuring stands, desk, cabinet for supplies, electric lights, and hot and cold water. The equipment included a screen and motion picture machine which could be set up on top of the truck for evening programs. In Cleveland the truck was driven by members of a volunteer women's motor corps organization, uniformed for the purpose and carried a physician, a nurse, and a sanitary patrolman, all assigned from the Health Department.

[1] After making a study of the Cleveland trucks sent to Italy, the Chicago Tuberculosis Institute designed a lighter machine similar to that described on page 31.

The tour included sections of the city known as "death places" because of their high infant mortality rates. As the crowd gathered the physician in charge gave a short talk on the object of Children's Year. While he was thus engaged the district nurse circulated through the crowd and, picking out a likely mother and child, persuaded her to step forward with her child when the physician called for babies to be examined. It was found necessary to do this in order to get the remainder of the mothers to fall in line quickly. The physician examined the child and, if normal, it was quickly weighed and measured and the regular Children's Year forms filled out, one for the committee's record and a duplicate for the mother. The mother was advised to report at regular intervals to the city's nearest prophylactic dispensary where she would receive instructions as to how to keep her baby well. For the sake of its effect, she was given a card signed by the mayor, stating that she was entitled to this service and urging her to avail herself of it. She then passed on to the tent containing exhibits where child hygiene and other posters were displayed and educational pamphlets distributed. The exhibits and literature were usually presided over by the uniformed motor corps driver, although on some occasions an extra nurse was carried for the purpose. In an average afternoon, from twenty-five to thirty babies would be examined.

Although city nurses were constantly carrying on routine work in the districts visited, many cases of contagion and sore eyes were found by the traveling outfit which had been missed entirely by the regular nurses. After the truck had visited a given section the nurses in charge of the district dispensary were instructed to make a note of attendance. Records showed a considerable increase in visitors, a number of whom brought with them the cards received at the traveling dispensary or they said that they had been referred to the dispensary after a preliminary examination on the truck.

Motor Truck Clinics in Italy

In Italy seven trucks were used with practically the same equipment as in Cleveland, and three more were equipped for dental work. They were operated from certain centers in the region where the American Red Cross Tuberculosis Commission worked in co-operation with Italian tuberculosis organizations. From these centers the trucks radiated on one-day trips to neighboring villages and towns carrying posters, printed matter, and a crew consisting of an Italian physician, lecturer, nurse, and driver.

A Government Child Welfare Special

A big, gray automobile truck, known as the "Child Welfare Special," has recently been put into the field by the Children's Bureau of the

United States Department of Labor to test the usefulness of the automobile in carrying the message of better babies into rural communities.

The Children's Bureau has provided the following description of the truck and its tour:

The truck is modeled very closely upon the dispensary truck used by the Chicago Tuberculosis Institute. The body of the car is constructed of wood, painted white on the inside and battleship gray on the outside. The words, "Child Welfare Special" are lettered in blue and white on each side of the car. The truck is roomy enough for a conference room and two dressing rooms. The conference room is nine and a half feet long, six feet wide, and six feet four inches high in the center. This room has four windows on each side, high enough to be out of reach of prying eyes, yet admitting sufficient light for daytime examinations. The driver's cab, which is entirely enclosed in glass, can be reached from the conference room by a sliding door; with the shades drawn it forms one dressing room. The open-end gates of the car, provided with double folding doors and heavy curtains that fit into grooves, form a second dressing room. When a mother enters one of the rooms, she has the exclusive use of it until the child has been undressed, examined, and dressed again.

Most of the equipment of the truck is built in. A 15-gallon water tank, tucked away over the driver's cab, is connected by faucet with a stationary washstand in the conference room, which in turn is connected with a drain to the outside. The examining table and the linen lockers are built over the wheel housing, an arrangement that

INTERIOR OF CHILD WELFARE SPECIAL OF THE FEDERAL CHILDREN'S BUREAU

For detailed description see page 31.

ably convenient in spite of its small space. There are features that would be changed, however, if another truck were to be built. A more powerful engine is desirable. In spite of efforts to keep its weight down, the car when completely loaded tips the scale at 8,000 pounds. It does not seem advisable to reduce materially this weight as the body must be made to withstand the jar of travel and uncertain weather. The thirty-five horse power engine, supplemented by the extra pulling power provided by pneumatic tires, is adequate for most road conditions, but sandy, steep hills are negotiated with some difficulty. A heavier engine, one and a half or two-ton unit, would easily care for this load and at the same time carry enough reserve for any bad spots that are encountered. Mechanical adjustments made recently, however, have given greater power.

Because of its size the Special does not travel well over muddy roads. The height of the car could be reduced by five or six inches and still permit easy walking within the car. This would very considerably reduce the sway and the danger of skidding.

A report from the physician in charge of the Special says:

The Special has the distinct advantage of at once gripping public interest. This may seem spectacular from the professional standpoint, but it gets results. It is believed that the ground can be covered better by the Special than in any other way, that its improved equipment will make for more satisfactory results than any method tried to date, and that its usefulness is directly in proportion to the ability of the physician in charge to

make the public realize that she is merely demonstrating the need of periodic examinations and a method of providing opportunity for such examinations. She must bear in mind that the examinations she gives are merely an incident and not the object of the Special—that her most important function is to stimulate and aid in the organization of permanent follow-up work by the community.

Speaking Tours by Automobile or Motorcycle

One of the simplest and frequently a very effective form of traveling campaign is the speaking tour of which examples are numerous and familiar. Suffrage, prohibition, and many other causes have been promoted by traveling speakers in conspicuously painted or decorated automobiles. The speakers may carry with them all sorts of attention-getting devices, from a supply of leaflets to distribute, to a set of properties that would rival the stock of the old-time patent medicine man.

A Motorcycle Knight of Health

The following picturesque description of "A Modern Knight Errant, Carrying Health Gospel at Fifty Miles an Hour on A Motor Cycle," is taken from an article by Samuel Hopkins Adams, about the work of the Wisconsin Anti-Tuberculosis Association[1]:

The "Flying Squadron of Health"

Seven o'clock of a June evening in the lake country to the north. Supper is over. The mail

[1] Health to Sell, Samuel Hopkins Adams, La Follette's Magazine, December, 1914.

has come jolting down by stage from the nearest railroad point, fourteen miles distant, and has been distributed from the post office which is also the general store and the council-house of the locality. The population, gathered in from a considerable radius, is talking a little politics, chewing a little tobacco, speculating a bit on the likelihood of rain, and yawning itself into readiness for home and bed. Far up the dusty road there is an approaching commotion, perceptible both to ear and eye. Presently the center of it materializes in the form of a motorcycle bearing a man and a pack. The cycle pop-pops itself into a stationary phase. The man dismounts, gives a pleasant "good evening" to the gossiping group, appraises the immediate lay of the land with a practiced eye, unstraps a pack or two, and in an incredibly short time has a light silk tent up in a chosen spot by the roadway, a cooking kit laid out, a Dutch oven set, and the "makings" of a fire gathered near it.

Now, here is romance for the young of the hamlet, Gypsying a la mode! Knight-errantry at fifty miles an hour! The news runs amuck in the locality and in no time there is a growing gathering. Questions begin to fly; to each the newcomer has his brief but courteous answer, all the time busy with his preparations for spending the night in the open. Presently he unfolds carefully a case containing placards, setting them up one by one against the stone fence. Conjecture, by this time, is at the point of explosion.

"What are you sellin', Mister?" comes the direct question.

"Nothing," answers the stranger, setting up still another placard, and stepping back to estimate the effect.

"Got a show?"

"Why, yes! in a way."

"Givin' out samples?"

"Not exactly."

"Patent medicine feller, I guess," surmises one. "Seen a couple of 'em over to Humphrey's last fall." "Naw," controverts another, "He's sellin' pictures, can't ye see?" "Ain't goin' to preach, be ye, young man?" queries a third.

"That too, in a way," says the motorist.

Curiosity is now at its height. The crowd couldn't be driven away by a thunder shower. The newcomer has nursed the situation until he has an absorbed attentiveness when he addresses the people in direct and simple words, explains why he is there, and talks to them about the peril of consumption and the ready-to-hand methods of guarding against it, using the charts which he has set up to fortify his telling points. It is done with a very conversational, homely and personal touch, so that the audience is encouraged to ask questions about the individual symptoms, the danger of "catching" the disease, the chances of cure for this or that friend, what hospital will take old Mrs. Tinkley, bedridden now for six weeks, and so on through the roster of health and sickness topics which make up so large a part of the immediate interests of countryfolk.

When the talk is over the visitor asks for the telephone, calls up a town perhaps fifty or sixty miles away, and those who are near enough to cock an ear hopefully (which includes as many as can crowd into the store) hear something like this:

"Siddallville? Hello! That you, Mr. Conway? Yes. Werle. . . . I'll be there to-morrow night to speak. . . . No; I've got every-

thing. . . . What's that? No; no cost. All you have to provide is the hall and the audience. I'll furnish the rest. . . . Yes; seven-thirty to-morrow. Good-bye!"

In the morning all that remains at the cross-roads to tell of the visitation is a little heap of ashes, some queer marks in the dust where the heavy-studded tires have passed—and a germinating seed of education. The gospel has come to Shucktown.

Wisconsin has since tried something believed to be even better than the "modern knight." Finding that the motion pictures were a much greater attraction than stereopticon slides, and having a four-reel health film to show, the Wisconsin Anti-Tuberculosis Association gave up its motorcycle and substituted a motion picture truck which is better fitted to transport the necessary machinery for its traveling campaign work.

Carrying the Canning Kitchen to the Food Supply

An ingenious use of a truck as a first aid to canners is illustrated in the photograph opposite page 38. This canning truck, chiefly intended for service to those coming to see it, but also carrying its message of war service to many neighborhoods, was sent out by the Women's Committee on Food Conservation of the Pittsburgh Food Administration. The purpose of the truck is well described in a dodger, as follows:

LET US HELP YOU

How—With our canning truck.

When—At any time you can use us.

Where—At your own home or any other convenient place for you.

Why—To save home products for home use and leave for the Government the output from commercial canneries for our soldiers. It is a sin today to waste surplus vegetables if they can be canned.

We Furnish—Canning equipment, a teacher, and five or six helpers, who carry their lunches with them to avoid extra work for you. They work from 9 to 4 o'clock.

You Furnish—Stove room, a wash boiler, the vegetables or fruits to be canned, and the jars.

Cost—It will cost you no money, but we will expect some fresh vegetables or one-fifth of the jars canned during the day. We furnish the jars for this share, which will later be used for some patriotic purpose.

CANNING SQUAD AND PORTABLE KITCHEN

Canning squad of the Allegheny County Council of National Defense, and their portable kitchen ready to help the farmers' wives save their food products. See page 37.

"United States Official" Photo

A TRANSCONTINENTAL TRUCK TOUR

Transcontinental train of the Motor Transport Corps, U. S. War Department. See page 39.

state and to the chief official of each town, village and city and to heads of civil and commercial organizations along the route, requesting their co-operation in making the trip a success. A recruiting officer with proper equipment accompanied the train and often went ahead to placard towns and arrange for meetings at which Motor Transport moving pictures were shown and the newly planned system of vocational training to be given in the Motor Transport Corps schools was explained. All the cargo trucks in the train carried signs describing the various phases of the Motor Transport Corps activities. The Associated Press and the Knights of Columbus had representatives with the train and there were also several free lance writers representing newspaper syndicates. All the war activity organizations, especially the War Camp Community Service, were advised of the passage of the train and did everything possible to make the men comfortable and to entertain them. As a result of all this publicity the passage of the train was marked by a continual succession of hearty greetings and hospitable entertainments. Each community, large or small, passed through did something to show its appreciation of the visit and its interest in the purposes of the trip. In many instances the entertainment program and street decorations were most elaborate.

V

ADVANCE PUBLICITY AND ORGANIZATION

Importance of Good Advance Work

THE methods used in preparing the communities to receive the train are as important a feature of the project as the visit of the train itself. On the effectiveness with which the advance work is done depends its opportunity to reach as many people as can be accommodated and to have the audiences made up of the most hopeful "prospects," those most likely to act on the suggestions offered. Advance information that arouses interest will bring visitors to the train in a receptive frame of mind that makes it easier to present the message quickly.

One or all of the following kinds of advance work will need to be done in each place to be visited, according to the nature and scope of the campaign:

1. General publicity and advertising.
2. Specialized appeals directed to selected groups and individuals.
3. Arrangements for distributing attendance over the full period of the visit.
4. Arrangements for local co-operation in the

above work, in taking care of visitors to the train, and in organizing or carrying out follow-up work later.

For convenience, the discussion of these matters is given in terms of trains, although most of it applies equally to motor tours as well.

General Advertising

The appeal to the general public in a community may be made through news items in the papers, posters, window cards, window displays, advertisements and inserts in advertisements, and slides in motion picture theaters. Of the wide variety of methods to advertise an event, these are probably the ones best adapted to advance preparation for both large and small cities and towns. It is not the purpose here to discuss the technique of preparing any of this material. Unless they have ability and training in this field, those responsible for getting work out should call in specialists to do it, or at least to advise about it.

The purpose of advertising is more than merely to get a crowd. If there is very little competition from other events, as is often the case in small towns, it may be fairly easy to secure a large attendance. It is the business of your advertising to attract the attention of persons not yet interested in the subject matter and to arouse intelligent interest in what the train or truck will show. To design posters and prepare copy that will bring these results requires skill and practise which may

sometimes be obtained as a gift but is worth paying for.

Specialized Appeal

The special groups to whom your message is chiefly directed may be singled out from the general public and definite methods used to insure their attendance. While most of the trains are of general interest to the communities visited, the message of the exhibits or demonstrations is probably addressed primarily to one or a few groups, classified according to occupation, standing in the community, race, age, condition of health, or particular interests. Special efforts to reach these groups may take the form of letters, announcements, or brief talks addressed to schools, churches, clubs, lodges, or employes of factories and places of business. Committees on co-operation may be formed within the groups and delegations appointed to come to the train. A personal canvass may be made by letters, postcards, personal visits, or telephone messages to leaders of groups or members of special bodies.

Arrangements for Distributing the Attendance

The tendency of the majority of the people is to select the same period in the day as the most convenient or desirable time for coming to the train. When the program is to be repeated a number of times, it is necessary to plan special methods for distributing the attendance over the

POSTER ADVERTISING THE COMING OF AN EXHIBIT TRAIN

This is the type of poster that is frequently sent out in advance of agricultural trains. The posters are usually on white paper or card with black letters. The news value of the material on the poster doubtless secures readers who would not be inclined to give attention to so much reading matter if it conveyed only educational information.

the auspices of the West Virginia State Department of Health, in the interest of health education and child welfare, will arrive in your city at 8.30 o'clock on Saturday P.M. and will remain till 1.20 P.M. o'clock on Tuesday.

The car is a vestibuled railway coach entirely remodeled and contains a chemical and bacteriological laboratory, a health exhibit of posters and electrically driven models and a picture machine. These, with the explanation given by a Health Instructor on the car, serve to impress on the minds of the people the principles of the promotion of health and prevention of disease.

May we count on you to secure the interest and co-operation of the medical, dental and nursing professions in your community, for a public meeting at an hour which you, in consultation with the Superintendent of Schools and a president of an influential woman's organization, may decide? We are also very desirous of securing the attendance of the Mayor and Town Council and any other citizens who do, or should, feel responsibility for community welfare and the conservation of child life. We have also written the Superintendent of Schools and your newspapers, realizing that the medical profession, the educational people and the press are the agencies our Government is counting upon for co-operation in constructive, peace-time work.

The Health Car Corps will communicate with you immediately upon arrival in your city to learn of your plans for the utilization of their time and effort while with you. We are anxious to make their stay in each community count for the highest possible things in the interest of the public health and welfare.

The car is supplied with a number of good Health Films which we will be glad to show, free of charge, to the public if arrangements can be made with some one who has a full-sized picture machine and a hall at his disposal.

Sincerely yours,

S. L. JEPSON, M.D.
State Health Commissioner.

The following report from the director of the Texas Peach Demonstration Train, described on page 13, is fairly typical of advance work done in local communities without a personal representative:

Articles announcing the tour of this train have been sent to all the large newspapers in the east Texas territory, also to the county newspapers. Individual letters have also been sent to the large peach growers, urging them to attend these meetings. In counties where there is a county demonstration agent, a great deal is being done to bring the matter to the attention of the farmers. Large posters have been put up a couple of weeks in advance of the train all through the different towns at which stops are to be made. The chambers of commerce and business organizations have been called upon several weeks in advance and furnished with full data, and they are doing all they can to make the meetings a success. The county judge in each county has given his co-operation by declaring the week in which the work is being conducted in his particular county as Horticultural Week.

The chambers of commerce have, in many in-

stances, made arrangements for special features in connection with the visit of our train.

Qualifications of the Advance Agent

The personality and previous experience of the person needed to carry out advance work form an important factor in the success of the whole undertaking.

The agent should be able to work successfully with local committees, since much valuable publicity will be secured through their efforts. That is to say, he should be adaptable, clear, definite, and orderly in his statements and in handling a meeting, and be able to inspire enthusiastic interest in carrying out the plans he outlines.

His training and experience at best should include knowledge of publicity or advertising methods, experience in working with volunteer committees, and general information of the subject matter of the campaign. Of these three, given an alert and intelligent worker who has a moderate amount of what may be called "publicity sense," an understanding of how to organize volunteer workers is probably the most necessary element in his or her equipment. For he may acquire in a comparatively short time a working knowledge of the subject, and may call in outside assistance in preparing the news stories and advertising plans that he carries with him. But every local committee presents new and unexpected problems, and no amount of coaching can

provide what is gained by experience in adapting plans and methods to the peculiarities of a local situation, winning over a local chairman who has prejudices or skepticisms, or simplifying or expanding plans of work to fit the resources of the town as the agent may estimate them in the brief time that he remains.

The Job of the Advance Agent

The first advance work is done by the committee or individual who directs the whole enterprise from some central point, notifying local persons of the purpose and the date of the agent's visit. If there is already a local representative of the movement in the community, arrangements may be made which will save the agent much time in seeing the editor, minister, school superintendent, and others on his list whose co-operation he must secure. If there is no local representative, letters should be sent directly to the persons upon whom he expects to call.

The agent's visit should be timed long enough in advance of the coming of the train to allow for carrying out the publicity plans, and near enough so that there will be no chance for interest to wane in the interval. A ten-day start has been found satisfactory, especially when the way has been paved for his visit and publicity and advertising materials are ready for use. If an agent travels in an automobile, he is better able to adapt his time to local needs and still keep ahead of

the train, than if he is dependent upon railroad schedules.

The Child Welfare Special of the Children's Bureau was preceded by an advance agent and the method is described in the bureau's report of the tour as follows:

> The advance agent, who travels two weeks in advance of the car arranges the itinerary, attends to the publicity, and organizes local communities to take charge of the work. Her first step is to call together a county child welfare committee. With their aid an itinerary is mapped out, and then local committees are organized in the communities to be visited. So far as possible, the agents work through the local child welfare committees formed during Children's Year.
>
> These committees are asked to provide a suitable location for the parking of the Special—a spot that is centrally located, well shaded, and near a public room that can be used both as an exhibit and waiting room. They are also asked to make a canvass of their districts before the Special arrives, so that everyone may understand the purpose of the conference. Each committee member has her field of work clearly defined. A number of women are asked to serve as hostesses during the conference, receiving mothers and babies, giving them numbers for examination, and explaining the exhibit material.
>
> The agent then distributes her cuts and other publicity material for the newspapers, printed instructions for the child welfare committee, copies of announcements that ministers are asked to make from their pulpits, and posters advertising

the coming of the Special. She visits city and county officials, social agencies, editors, physicians, clergymen, farm advisers, county demonstrators, business men, and other representative citizens to explain the purpose of the visit of the car.

As a result of this work of the advance agent, the staff finds everything is in readiness on the arrival of the Special.

The Land Clearing Special of Georgia, a recent enterprise of the State College of Agriculture, was preceded by an advertising campaign designed to make the Land Clearing Demonstration the big event of the season in each stopping place. In addition to the usual methods of newspaper publicity, posters, and letters, twenty automobiles carrying signs announcing the demonstration, visited the rural districts for a week preceding the event. Telephone owners were called up on the telephone and invited, and arrangements were made to have factory and train whistles blow when the demonstrations were about to start. Information about this plan was widely spread.

Assignments of Advance Work for Local Committees

With time for only a day or part of a day's stop in a town the advance agent has little opportunity to explain fully to the co-operating committee all the details of advance preparation expected of its members. To meet this situation, the directors of the Pennsylvania Food Conservation Train with

the co-operation of the present writer prepared and multigraphed a set of instructions for local committees. The agent distributed copies of these instructions to the members of the executive committee in each town during the meeting that was held on the day of his visit. Not all of these directions were suited to every community visited, and frequently suggestions from the local committee were added or substituted. This set of assignments is quoted in full below. The features of the assignments especially worth noting are:

1. That written instructions or suggestions in addition to the agent's personal explanation leave less to chance in getting the plans carried out.
2. That the directions are exceedingly simple and flexible.
3. That each separate assignment was printed on a separate sheet so that it could be placed in the hands of the person who was to carry it out.

EXPLANATORY STATEMENT FOR LOCAL CO-OPERATING COMMITTEES REGARDING THE PENNSYLVANIA FOOD CONSERVATION TRAIN

Food Conservation Train Coming to.....

On.....Quota of Attendance.....

You know the old saying, "If you want to get a thing done, do it yourself."

But there is a new one that is much more appropriate in wartime when we should all be working together to win: "If you want to get people interested, give them something to do to help."

There is something for everybody to do to make the Food Conservation Train a success.

Dividing the Work. The following list of assignments should be divided among as many dependable people as you can find. Try some new people who have not had a chance to help before.

Each assignment is described on a separate sheet, a copy of which may be given to the person taking the assignment. If necessary, one person may take several assignments.

Assignments **Name of committee chairman**

1. Reception committee
2. Newspapers.
3. Advertising.
4. Attendance of special groups.
5. Churches.
6. Schools.
7. Attendance of foreign born.
8. Speaking.
9. Personal canvass.
10. Motor service.
11. Miscellaneous.

RECEPTION COMMITTEE

A reception committee usually of from six to ten members should receive the visitors at the train. It is desirable to have four members on hand, usually from ten to twelve o'clock, and six members from two to five o'clock to welcome delegations, distribute literature, give information, and explain exhibits.

The committee will be given a list of expected delegations so that their leaders may be known and introduced to the train staff.

The committee will find that the train offers an excellent opportunity to tell visitors of local activities for food conservation and to invite their co-operation.

It will be well to have the whole reception committee at the train a few minutes before its first opening at ten o'clock so that they may become familiar with exhibits and have time for a brief conference with members of the staff.

COMMITTEE ON NEWSPAPERS

The advance agent will bring with him material for the local paper, to which will be added the names of committee members and of persons who are helping the committee.

Other material that should be of interest to the local papers includes:

1. A list of special delegations from lodges, churches, business groups, and others that will visit the train.
2. Accounts of talks given by Four Minute Men and others about the food train and food conservation.
3. An account of the work that is being done for food conservation by the local committee.

Editorials. Editors may be glad to take advantage of the presence of the train as an occasion for an editorial on some local aspect of the food situation, as encouraging the use of home products, regarding the food hoarders, and so forth.

Out-of-Town Papers. The newspapers in the territory adjacent to your town will carry some news of its coming. In addition to news sent to those editors from state headquarters they will be interested in your local plans and the names of your workers.

ADVERTISING COMMITTEE

One of these assignments could be given to each of several members of a committee. The more workers there are the more enthusiasm there will be.

Posters. There are probably several persons who would gladly make posters announcing the train if they were asked. Give them the facts and let them work out their own ideas. Have these posters shown in store windows and in public buildings. See that all posters sent from the Philadelphia office are placed where they will do the most good.

Window Displays. Invite merchants to have window displays on food conservation and help them with ideas. The sheets issued by the Retail Store Section of the Food Administration contain pictures of windows that are easy to copy. Be sure that the window display contains an announcement of the food train.

Ask every merchant who has a sign writer or who makes his own window cards to make up in his best style a card or sign announcing the coming of the train.

Slides in Moving Picture Theaters. See that slides are displayed in the moving picture theaters announcing the coming of the train. The following makes a satisfactory slide:

SEE THE PICTURES AND WAR RELICS
AND
LEARN WARTIME COOKERY
FOOD CONSERVATION TRAIN
FREE ***FREE***
12th St. SIDING, PENNSYLVANIA R.R.
10-12 A.M. **2-5 P.M.** **JULY 15**

Mention in Advertisements of Local Merchants. Local food dealers, especially those selling substitutes, should be interested in getting their customers to see the exhibits and demonstrations. Ask them to mention the train in their newspaper advertisements preceding its arrival.

In addition to the usual advertising space of food dealers your newspaper may be able to have a special page of food advertisements with a large announcement of the train in the center.

Other advertisers may also be willing to mention the food train and may find a way to work it into their advertisement as follows:

> On your way to the Food Conservation Train on Tuesday, don't fail to drop in and see our new assortment of men's neckwear, etc.

COMMITTEE ON SPECIAL DELEGATIONS

Since only a certain number of the people can see the train during its brief stay and ALL the people should receive its message, it is important that special delegations be arranged for, with the understanding that the delegates will pass on the message brought by the train to members of their organizations.

Morning attendance is lightest. As many as possible of these special groups should be arranged for during the morning.

The director of the train and the chairman of the reception committee should each receive a list of delegations that expect to attend, also the hour when they will arrive.

If any special group promises to come at a given hour, have a committee member meet them and introduce them at the train. People will be more likely to come if they feel some special attention is being shown them.

The following groups are suggested; others may be added or substituted as the committee may decide:

Officials. An official delegation made up of members of council of defense, city officials, chamber of commerce, trades assembly, Red Cross and other war agencies, newspaper editors, and others. This delegation should be the first to come in the morning after the reception committee arrives.

Schools. Special arrangements for the atten-

dance of school children in the morning are suggested on a separate assignment sheet, with the heading "Schools."

Churches. See the assignment on Co-operation of Churches for a suggestion for having delegations from church societies.

Restaurants and Hotels. Managers and cooks of hotels and restaurants should come in a body at a special hour so that information and answers to questions of special interest to them can be arranged.

Food Sellers. There are exhibits of special interest to food sellers, and these persons can be very helpful in passing on information to their customers. All should be asked to attend in a body if possible. Can you arrange for the stores to be closed at a certain hour?

Employes. Employers might be willing to excuse some of their workers in stores and factories, especially if they are near the train, for a brief visit. If a factory delegation can be arranged for at the noon hour a special session may be arranged for them.

Clubs. All fraternal orders, civic, social clubs, and labor unions, should be especially urged to be represented. The men's organizations will be especially interested in the war relics and in the maps showing important facts about food distribution.

COMMITTEE ON CO-OPERATION OF CHURCHES

The Food Conservation Train aims to teach the message of brotherhood—of sharing our food with those whose need is greater than ours. All the churches will be glad to help make it a success if you tell them what to do.

Announcements. Ask ministers to have announcement of the train given at all services during the week before it arrives. Announcement forms are supplied.

Delegations. Invite church societies to send delegations to the train. Be sure that the women who plan church suppers, bazaars, and food sales are appointed among delegates. They will receive valuable suggestions.

It is important that men's classes and societies send delegates.

Sermons. Ask ministers to preach sermons on the Sunday before the train arrives on our obligation to feed the world from our generous stores of food. They may obtain helpful information from (insert name of a food administration bulletin giving general information about the food situation), of which copies may be had from (name of local official or committee).

COMMITTEE ON SCHOOLS

School children can be of great assistance in spreading the news of the train.

Invitations to Parents. The teachers may be asked to have the children write invitations to their parents to visit the train as an exercise in composition.

Attendance of School Children. Groups of older school children (attending high school) should come with their teachers in squads of about thirty or forty at fifteen-minute intervals during the morning. Domestic science classes should come in a body.

Drawing and manual training classes may be asked to study the exhibits with a view to reproducing them at a later date for the benefit of parents and friends.

COMMITTEE ON ATTENDANCE OF FOREIGN LANGUAGE GROUPS

Remember those who do not speak English. We particularly wish to reach them. The following steps are necessary:

The Leaders. The committee should see and actively interest the clergymen. If they approve, they can do much to interest the members of their congregations.

In the same manner, interest the chief foreign business men. Find out what leaders among them have been revealed by the Liberty Loan and other campaigns, and reach them.

Workers. Let every employer having foreign workers and every woman employing foreign domestics advertise to and through them.

Arrange special hours for groups by languages and be sure to have an interpreter or a speaker in their own language.

Be Democratic! Above all else be democratic in your dealings with these foreign-born workers. Make them feel that they are asked to take a part in a common experience, not that the native born are "unloading" something upon the foreigners. Keep yourselves in the attitude of being willing to learn as well as to teach.

COMMITTEE ON SPEAKING

Use the Four Minute Men in advertising the train. Call upon others who can speak. Tell them what the Pennsylvania Food Administration is trying to do with the train and ask them to speak for you.

The director and staff of the train are willing to address noon meetings with the object of urging attendance at the afternoon session. Factory employes can be reached in this way. Arrange with the manager of any local corporation, particularly one employing girls, to have such a meeting.

Try to have a speaker at any gathering that is held during the week or ten days before the train arrives.

PERSONAL CANVASS

The Men. If your men are not as eager to conserve as the women, get them to come to the train and we can help you to interest them. The exhibit car especially contains war relics, pictures, and maps of interest to men. Invite as many men as you can reach personally or by telephone.

The Farmers' Wives. The best publicity to farmers' wives is personal. Let the committee take the telephone book, divide up the names of the farmers, and see that each farm woman is 'phoned to at least three days before our coming. Have letters sent to farmers' wives several days before train arrives. (Forms supplied.)

If you know of interested women who are lame, or otherwise shut in, send someone for them in an automobile.

Last Minute Calls. Personal telephone calls on a day before the train arrives are an indispensable means of insuring attendance. Get some of the older high school girls to divide up the telephone directory among them and call up the numbers systematically from their own homes. They should simply announce that the Food Conservation Train is going to be in town tomorrow and give the time and place where it may be found. If the train has been generally advertised a large attendance can be insured by this method. It reminds people.

Motor Service. In order to reach the people of outlying districts, it is possible to organize a girls' motor service. Have the automobiles go to an advertised point where they will pick up all who desire to go to the train. They can make several trips in morning and afternoon. It would be well to have automobiles doing this work carry banners advertising the train and its special work.

VI

THE MESSAGE OF THE TOUR

THE message of the campaign includes the ideas, facts, and plans to be presented to the audiences. The choice of a topic or its scope, what to say about it, and how much, are questions deserving more thoughtful consideration and real work than is usually given to them. The most important and the most difficult thing in preparing the message is to have constantly in mind a picture of the way in which it is to be delivered. If, for example, the project takes the form of an exhibit and lecture train in which visitors will spend part of their time listening to a talk and the remainder passing through several cars to examine displays, we should, as we plan the message, try to picture the train on the siding at, let us say, Jonesville. We should also visualize the numbers and types of people likely to come, how they will divide their time between the talks and the exhibits, how long they will stay, or how long we will wish them to stay, what they know about the subject already, and what they will want to know, what they could do with this or that kind of information, and how much and what part of the message they are likely to remember. If the

campaign is carried on with a truck and its program includes a demonstration which only a few people can see, and a motion picture and lecture program for much larger numbers, there are two problems; first, visualizing the small groups for the demonstration, and second, the larger audience for the more popular program.

Reports of topics and methods of presenting them that have come in from many and varied traveling campaigns indicate that much more attention could be given to this question of preparing the message, and that frequently topics have been selected and the form of presentation worked out with only a very hazy visualization of the conditions and the people to be encountered at Jonesville and other points along the route.

Choice of a Topic

Experience leads most directors, sooner or later, to choose a single topic that is definite and concrete, rather than a group of topics or one that is broad in scope. This limiting of the topic is all the more likely to be important where the subject of the campaign is unfamiliar to the prospective audience. The titles given to many of the agricultural trains indicate that their directors have found the concrete and single topic satisfactory. Trains have been called the "Stump Pulling Special," "Wheat Special," "Better Seed Car," and "Dairy Train."

In the health field the topics have often been

very general, as "Child Welfare" or merely "Public Health." One public health car, which seemed to be fairly typical, carried exhibits on the prevention and cure of tuberculosis, care of babies, the duties of the school nurse, food adulteration, communicable diseases, playgrounds, venereal diseases, and a description of the functions of the State Health Department. The more inclusive and thus less specific the topic the more vague and general will be the talk about it afterward by those who visited the train.

A reason sometimes given for presenting varied and general topics is that the purpose is not so much to give definite information which will be remembered and acted on, as to impress people with the scope and importance of the subject. For example, the visitors to a public health car in which many phases of the subject are touched upon may carry away a conviction that public health work is important to the community and should be supported although their ideas of it were very vague. This result may satisfy the purpose of some campaigns, but more often directors who present a variety of topics hope that something about each will be remembered; and there is reason for believing that their hope will not come as near to realization, or at least that the information will not be of as great utility, as it might if the subjects were fewer and more specifically treated.

Another argument frequently brought forward

in favor of including several topics is that all sorts of people will visit the train or truck, and while one will be interested in one subject others will be more interested in something else. When those in charge of the program are meeting only a few people at a time, they can talk separately to each visitor about special problems, but the brief stops made on most tours require the message to be presented to a large group at one time or at least in quick succession, so that in practice it usually happens that all the visitors see and hear the same things. In this case the more closely a single and concrete topic is adhered to, the more hopeful campaigners may be that what is said or displayed will be remembered.

An equally important reason for limiting the number of topics is the desirability of having your whole audience get the same message. In connection with the Wheat Specials, for example, not alone should the farmer and the farmer's wife and the farmer's children be informed about the wheat problems of the locality, but the local banker and business man stand in need of much the same information. The preacher and the doctor will help to spread the doctrine, and the school teacher can make good use of what he learns. The more nearly the entire community, young and old, understands and is interested in the same message, the more likely that the desired results will follow.

Occasionally two or three topics may be presented on the same train by having separate cars

for each topic and a separate audience for each. Thus, on one train a car containing household labor-saving devices was designed to interest the wives of farmers, and a pure-seed car the farmers. Or several topics may be combined in such a way that they are made parts of one large idea. Health topics might be brought together under "The Health of the Family," and divided into instruction about the care of the baby, the child at school, the teaching of social hygiene to older boys and girls, and the sanitation of the household. But even when thus closely related to the family interests of the visitors, this group of topics is still too varied to permit any one to make a strong and lasting impression.

What to Tell

Having chosen a topic, there is sure to be so much to tell about it that careful selection again becomes necessary. The best guide in preparing the subject matter of the program is the visualization of expected audiences already referred to. It cannot be too strongly emphasized that the relation of the subject matter to their interests, circumstances, and habits will largely determine their response to the suggestions given. Often this relationship exists, but is not explained clearly enough to be readily understood. The fact that the traveling campaigners come from a distance, bringing new ideas expressed in an unfamiliar way, leads an audience to look upon the whole

project as something which is no doubt very interesting to see and hear about, but of no immediate concern to themselves. It is worth while to make a very special effort to overcome this attitude of aloofness and to make the audiences see that what you are bringing is something that they have been wanting all the time, without their fully realizing it.

Making up the Program

The term program is used here to include the combined activities and displays that make up what is presented to visitors at each stopping point. It may consist of music, talks, demonstrations, motion pictures, or displays of posters and objects, or several of these features combined, with varying emphasis on one or the other form.

It may be held inside of railroad cars or in an open space, using for a stage a flat car, the rear platform of a passenger car, or a temporary structure. Or it may be given in a hall in the town. Sometimes the program includes both indoor and outdoor features.

It is usually a good idea to arrange what might be called a "unit" program that will include everything that it is desirable for a given visitor or group of visitors to do, see, and hear in order to fully understand and enjoy the message. This unit program has an important place in the arrangement of itinerary, schedule, and the arrangements made for the attendance. For example, if the unit program lasts an hour we have a means

different forms, in talks, demonstrations, exhibits, and printed matter.

If the visitor is obliged to stand during all or the greater part of the time he is not likely to give more than an hour of interested attention to talks and displays. Many will give much less. The actual period that the average visitors will remain under certain conditions is soon learned by experimenting, and each feature should be timed so that a satisfactory presentation of the subject can be assured for the majority of them.

However attractively the subject is presented through motion pictures or other displays, a good talker is about the most important element in getting the idea across to the visitors. Whether the speaker accompanies his talk with slides or objects, conducts a demonstration, explains exhibits, or makes running comments on motion pictures, his ability to be heard, to hold interest, and to express himself simply, briefly, and concretely will often be the chief factor in the success of the program. Lecturers for traveling campaigns should be chosen as much for their ability as speakers as for their knowledge of the subject matter.

Programs of Exhibit Trains

The following plan for a program was announced for one of the Liberty Loan trains:

Aerial bombs will be sent off as train reaches stop.

Liberty Loan representatives in charge of train will make brief address and ask local committee of three to come onto the platform.

Five-minute address by the local chairman or someone selected by him.

Talk by returned soldier.

Address by experienced speaker with principal object of urging necessity of subscribing to Loan.

Invitation by Liberty Loan representative to inspect exhibition.

The trains for which this program was planned made short stops and the talks were given from a platform or from one of the flat cars. A large crowd could be reached by a single speaking program. In this case the speaking was the important feature, and the exhibits of war material were an "attraction" rather than an educational feature. It satisfied the purpose of the tour to have most of the time devoted to speeches, followed by a rapid view of exhibits.

The extension division of the Texas State College of Agriculture reports the following program method:

Immediately upon going into a town, the people were loaded into the lecture cars and three lecturers would alternate for a twenty-minute talk on different subjects in each car. Where outdoor meetings were held the exhibit cars were closed upon coming into town and general lectures were first had from the platform car, then the live stock were led onto the platform car where special demonstrations were given. As soon as this

formal program was completed the specialists were stationed back through the exhibition cars and the crowds were allowed to enter the front of the train and pass gradually through the entire train, making such inquiries of the specialists as they cared to while going through the exhibition car.

Here again the speaking and the outdoor demonstrations are evidently regarded as the important features. Such a plan should not be considered if the exhibits are of real importance. The audience that has been standing during the program of perhaps half an hour or more, and has then waited in line to go through the train, is a tired audience and not nearly so responsive as though its members came fresh to the exhibits. It is also true that when the program is so arranged that the whole crowd is ready at one time to start through the train, there is much more difficulty in managing the people and much more dissatisfaction on the part of those at the rear end of the line. It is difficult to get careful attention for exhibits from people who are being moved ahead to make way for an impatient crowd standing in long lines behind them. The managers of trains will do well to decide in advance whether the speaking or the exhibits constitute the really important feature of the program. If it is the exhibits, then the speaking should be made incidental, perhaps, by having a ten-minute talk given from the platform at regular intervals as a new group is to be started through the train.

A Program Combining Demonstrations and Exhibits

A method of dividing the time between demonstrations in two cars and an exhibit car was worked out satisfactorily on the Pennsylvania Food Conservation Train. All the audience passed through the train in the same direction, starting at the same point, except that at the beginning of the session all the cars were filled at once to avoid delays. When the first car was filled a talk on canning started. No attempt was made to demonstrate a complete process, but different vegetables or fruits were in various stages of preparation continuously, so that a fifteen-minute illustrated talk brought out the points that required emphasis. After about five minutes of questions and looking at displays of equipment and canned articles, this crowd moved on to the next car, while the first car was filled again with the next group of arrivals. In the second car a similar program was given on uses of wheat substitutes. In the third car two explainers met the audience and explained the exhibits found there. As the topics in all three cars were closely related (the demonstrations showing how to save food and the exhibits showing why food saving was necessary), an hour spent in three cars gave variety enough to keep interest awake and still kept closely to the one big idea—"Save Food."

Outdoor Speaking at Trains

If speaking to a general audience is the important thing, a talk from the outside of the train would seem better than crowding people into the cars; but even outside speeches from the platform or a flat car, or an especially built platform at the train present many difficulties. The location of the train frequently does not provide good standing room for the crowds; there is frequently distraction from the noise of other trains and persistent rainy weather must be reckoned with also. It is very important to have speakers with good outdoor voices, for the effect on the audience of straining to hear a speaker is irritating and leaves behind a bad impression.

AN OUTDOOR PROGRAM

Crowd listening to a speech at the War Trophy Train which toured Kentucky as a feature of the Fourth Liberty Loan campaign.

given on flat cars. On the Liberty Loan trains flat cars were employed to show cannon, machine guns, tanks, and other large equipment. In the photograph opposite page 80 a flat car is shown fitted with a framework for a tarpaulin for protection against weather. This is a necessary precaution in using flat cars.

An experienced director of exhibit trains writes: "An especially built and designed car for the purpose is well worth its additional cost. Such cars as I have seen provided by the railroads for temporary service in exhibit lines have all been old, small, and often broken-down baggage or passenger cars, in every way unsuitable for a purpose where the most extreme dimensions available still leave the exhibit and circulation space contracted. Cars should be built on the largest frames and the most extreme dimensions that the railroads, as governed by their tracks, bridges, and tunnels can handle. Windows should be set high in the car walls, giving a high source of light and maximum wall space for exhibits, and should be larger than those in the ordinary coach to secure better ventilation. The doors should be built wider than the usual car door." The plan calls for small and compact living and office quarters at one end. The director also adds that the installation of an engine to furnish lights and power for working models is an important item of equipment. One engine is sufficient to run lights, fans, and models for several cars. In these days of portable elec-

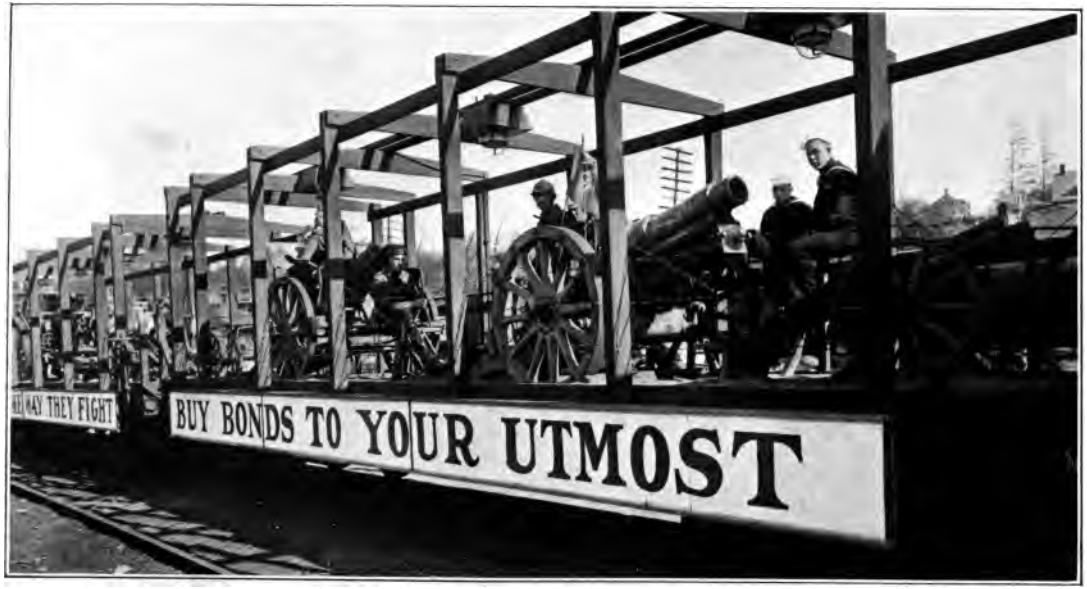
trical outfits, this item is practicable and fairly inexpensive.

Traveling Accommodations for Staff Members

The kind of living arrangements provided for the lecturers and assistants will depend, to some extent, upon the frequency of the stops and the number of persons traveling with the train. Several of the more elaborately equipped trains have carried a Pullman sleeping coach and a diner for the staff members. If there are frequent stops, it would seem that at least sleeping quarters on the train are necessary. Meals are sometimes arranged for at stopping places, and in this case the advance agent is responsible for seeing that good meals are assured. When stops of a full day or more are made, the staff members sometimes find rooms and meals in hotels en route. Whatever the arrangements, as is stated elsewhere, they should insure the greatest possible degree of comfort to the staff, in order to offset the severe strain that this kind of campaigning inevitably involves.

Treatment of Car Interiors

The two chief difficulties with exhibits on trains are keeping them clean and so securing them in place as to withstand the jarring motion. Washable surfaces on floors, shelves, and walls are essential. Exhibits should be either of the kind that are easily kept clean or else placed under cover or frequently replaced. No decorations



FLAT CARS USED FOR DISPLAYING CAPTURED GERMAN TROPHIES

A section of a Liberty Loan War Relic Train. Canvas covers can be thrown over the framework to protect the exhibit from the rain. This framework also provides a support for arc lights, so that the exhibit can be displayed at night.

There is little opportunity to get attention for detailed or complex displays, no matter how attractive and interesting they may be. The following is taken from a description of a mechanical device shown on a train through which visitors were always moving rapidly because there was a long waiting line: "A model block-signal system about 25 feet in length, illustrating the protection provided by a clock-signal system was in full operation. This model had two sidings and was designed particularly to show single-track operation. Intermediate signals were shown between the clock signals by means of lights." The information that this model conveyed illustrates very well the kind that is too complicated to be understood without a careful examination and some explanation by an attendant.

You must, therefore, in planning the form as in planning the content of your exhibit, keep your eye steadily on the picture of the Smiths and Browns at the train as it stands on the side track in Jonesville with many people moving through the cars. You can test the practicability of your devices and other displays by asking yourself these questions concerning the probable reaction of Brown and Smith:

Will it attract their attention?
Will it arouse their interest?
Will they remember it?
Will it bring a response from them?

These are generally recognized aims of adver-

tising, and they apply equally to exhibits which are, after all, a form of advertising.

Use of the Space for Display

For displaying exhibits to moving audiences, the use of the space should be so planned that it is easy to keep visitors moving in a given direction and at the same time make it possible for them to grasp quickly the meaning of what they see.

The majority of those who have reported on their experience with trains agree that it is very important that visitors should move in a single direction. This is beyond question desirable unless small audiences are expected; but as is stated elsewhere, capacity audiences are the aim of most enterprises.

Having agreed on a one-way movement, there is, however, still considerable disagreement as to the best arrangement of material—whether on two sides of the center aisle, or along the center of the car with an aisle on either side, or finally, with exhibits displayed on one side only with a single aisle.

The first method, that of displaying exhibits on two sides of the center aisle, makes the progress of the visitor very slow and awkward, for he must continually turn from one side to the other as he goes unless, of course, he violates the rule of moving in one direction only and in so doing comes back along the same aisle. Not only is it awkward to turn continually from side to side in viewing

INTERIOR OF HEALTH EXHIBIT CAR

An example of the display of exhibits on both sides of a center aisle. If there are many visitors going through the car at one time, they must move slowly along the narrow aisle, looking alternately at an exhibit on one topic on the right, and one on another topic on the left. Both physically and mentally this method of viewing exhibits is likely to be tiring. One would expect the average visitor to carry away a confused impression of the facts and ideas presented.

A Well Arranged Exhibit Car

FOOD CONSERVATION TRAIN OF NEW YORK STATE COLLEGE OF AGRICULTURE

Exhibits in the center of the car with a narrow aisle on each side. See page 86. The objects on the floor obstructing the aisle were probably placed in the aisle only for photographing.

Jars of fruits and vegetables are attractively displayed at the right height, and with light shining through to bring out color and clearness. There is a welcome lack of crowding, and desirable simplicity in the car as a whole.

ARRANGEMENT OF RAILROAD CAR INTERIOR

Simple and attractive arrangement of exhibits on the Wisconsin Pure Seed and Home Power Special. The exhibitors showed unusually good judgment in their use of wall space. The information given is brief, to the point, easily read, and well displayed. The disadvantages of displaying he exhibits on both sides of the narrow center aisle, discussed on page 84, are illustrated here.

that exhibits should be arranged in some logical sequence. Visitors are sometimes called upon to perform amazing feats in mental acrobatics, leaping from one topic to another with breathless speed. For example, in the exhibit pictured opposite page 84, we see a poster about baby deaths resting on a model of a school building with a placard nearby urging the use of schools as community centers. Across the narrow aisle is a model obviously unrelated either to community centers or baby deaths. The sequence of ideas should be such that each new thought is made easier to understand and more interesting because of what went before it, or each separate exhibit should be clearly related to one central idea. Thus, in the first exhibit of the Pennsylvania Food Conservation Train the series of topics was developed as follows:

Why we must save
Small savings
Saving wheat
Saving sugar
Saving fats
Using all the milk
Using home products.

Not only the sequence of ideas but the separation between two topics is important. This can be accomplished by a visible separation, allowing a distance of at least six inches between exhibits relating to different topics; better still, by putting

up actual barriers between the exhibits, as is done in the exhibit opposite page 70. The barrier has the advantage of holding the eye at one spot, so that there is no temptation to desert one exhibit for the lure of a bright color or a curious device farther on.

Another consideration in arranging material is that groups relating to one subject should be so placed that their relation to one another and to the whole be quickly recognized. Sometimes exhibits that belong together are separated because variety of size and shape makes it inconvenient to work out a suitable arrangement. It is worth while to plan carefully in advance the kinds of exhibit material that will harmoniously illustrate a given topic; also to have the sizes and shapes conform to the dimensions of the space reserved for them.

Some Observations From Practical Experience

In a letter describing the exhibit car of the Canadian Forestry Association, Mr. J. R. Dickson, who was in charge of the car, makes some interesting observations regarding the arrangement of exhibits based on his experiences. He writes in part as follows:

The people, especially at crowded hours, all tend to travel through an exhibit car in one direction and this is very desirable inasmuch as the man in charge of the car can regularly escort

through it group after group of eager sightseers or inquirers after knowledge and keep up a cross between a lecture and a conversation with them, answering their questions and drawing their attention to all the pertinent points in the exhibit which they might otherwise overlook.

To accomplish this plan of car lecturing most effectually, the entire exhibit should be arranged so far as possible in a natural sequence, beginning at one end of the car and ending at the other. This of course is where a single aisle is provided down one side of the car. Such a scheme makes one's talk logical and so helps to impress the lessons of the exhibit in such a way that they are remembered easily and intelligently. . . .

On entering the car the first object to attract the visitor's eye was a large map of Canada, showing the forestry belt of 400,000,000 acres, over 90 per cent of this timber land being publicly owned. When told that each citizen of Canada, man, woman and child, owned on the average fifty acres of this national resource, the imagination and the pocket-nerve of the visitor were at once stimulated and he or she was thereafter taking a personal interest in the whole exhibit.

The visitor next turned to a nursery of small pine and spruce illustrating the essential beginning of all our forest wealth and also suggesting the basic importance of land classification in order that every acre may be put to its best use. Then our modern methods of protecting both such young growth and the resulting mature timber were examined and explained, and the great need for good laws and the generous expenditure of public money in order to safeguard their forests, was readily seen and agreed to. . . .

Before leaving, the visitor . . . was handed a copy of the last Canadian Forestry Association Journal, and given a brief description of the nation-building work of this society, together with an addressed card inviting him to join.

Finally he inspected a cabinet filled with highly finished samples of Canadian woods, and the last thing his eye rested upon and which impressed itself on his memory as he left the car, was this bold fire warning: "A tree will make a million matches; a match will burn a million trees."

Arrangement of Car for Demonstrations

When an audience is to be gathered in a car to witness a demonstration or hear an illustrated talk, the first requirement is that the speaker can be easily heard and each process plainly seen by everyone in the car. The second is that the audience shall be comfortably seated if the demonstration is to last longer than fifteen or twenty minutes. This is about the limit of time that an audience will stand without becoming restless. The illustration on the opposite page shows an interior especially constructed for cooking demonstrations, or rather for brief object lessons, as a feature of the Pennsylvania Food Conservation Train. The demonstrator stands on a platform raised a foot higher than the floor. A counter extending the length of the car curves out at the center to leave a space for the platform and small kitchen. The maximum space for a standing audience is provided, and all are within easy range of the speaker's voice and near enough

CAR ESPECIALLY DESIGNED FOR COOKING DEMONSTRATIONS

A demonstration kitchen, Pennsylvania Food Conservation Train, with a raised platform for the demonstrator. The extension of the counter at either side of the kitchen provides exhibit space. Discussion on page 92.

there is no room for the definite immediate purpose to stand out boldly where it can be seen. Don't attempt to crowd into this brief tour the information or activities that belongs in the follow-up program. The same advice extends down to the handling of audiences and every other feature.

The Places to Be Visited

In considering the type of places to be visited, the two main considerations are the size of the place and whether it contains the kinds of people who may be expected to take an interest in the subject matter. Many of those who have conducted trains report that they create more interest in communities of ten thousand or less than in larger places. The larger the town the more varied and numerous are the rival attractions. In the cities the train yards are often busier than elsewhere and, therefore, the noise and confusion as well as the difficulty of handling crowds at the train is greater unless the train be stationed away from the busy yards.

The towns should be selected with reference to the relation of the community to the subject matter. To take an obvious example, it would hardly be appropriate to send an agricultural train into a mining town. The whole plan of campaign may have been made in relation to one type of population, either rural or industrial, and it is rather a waste of time to try to make it serve a population of a kind that it has not been prepared for.

In planning the itinerary of a tour that must be completed in a given length of time, it is usually necessary to decide between the importance of visiting a small number of towns and of making a long stop in each, or of visiting a larger number for fewer hours or days. Some trains have made from five to ten stops in a day, while others have spent from several days to a week in one place. A day to a town, however, seems to be the more general rule.

A stop may be limited to an hour or so because it is thought more important to cover a given amount of territory within certain time limits than it is to stay long enough in a place to reach a large share of the population or give much information. Or the purpose of the tour may be accomplished by presenting to an audience, all of whose members arrive at the same time, a single program lasting an hour and dealing with easily understood facts or ideas. The Liberty Loan trains furnish good illustrations of a purpose of this sort. If your campaigners are not in a hurry to get over the ground by a certain date they will probably find it more satisfactory to spend a full day and sometimes longer with the people of each community visited. The program may then be repeated for a number of audiences and the traveling specialists will have an opportunity to promote closer relationships with local leaders. However, conditions that govern a decision regarding the length of time to spend at a place

differ so widely for individual enterprises that general suggestions have not much value.

The stops of a truck tour are more easily arranged than those of a train since the latter is dependent upon the convenience of the railroad. One gain through this greater flexibility is the possibility of return visits to the same place. In this way the truck helps in its own advance publicity work by making a brief stay which attracts attention and spreads the news of its return for a longer stay a little later. In its work in the congested districts of the city, the Cleveland Children's Year Special followed what its director called a "skip stop" system, visiting a neighborhood long enough to leave a number of people sufficiently well informed to talk about it, and coming back two or three days later to find an appreciative audience ready for the program.

Receiving the Visitors [1]

Visitors are the real reason for the enterprise which is undertaken solely for their instruction or benefit if results are hoped for, and they should not be forgotten at any stage of the planning. We have already considered them in the choice of subject matter, the form and quantity of the

[1] The discussion in this section is handled in terms of trains for the sake of clearness and convenience, but generally the application is to single cars as well as to trains, and to automobiles or motor trucks or caravans of the same. The paragraphs not applicable to trucks are fairly obvious. However, it is urged that maximum results from a truck tour call for much the same carefully detailed preparation and management as a tour with a train.

material, and its arrangement. Now, having equipment and plans ready, what shall be done with the visitors when they arrive at the train?

Obviously, their comfort and convenience should be prepared for and every possible help provided for them to understand and enjoy what is displayed. Plans for doing these things should be based on the expectation of as large an attendance as can be handled satisfactorily, and even on some overcrowding, unless small groups are deliberately sought.

As is explained in the section on advance work, local committees should be appointed whose members will co-operate with the regular staff of the train.

A reception committee may welcome special delegations and introduce them to the members of the train staff. If there is a formal program, local leaders are usually asked to take part in it, and as it is important in relation to the follow-up work that they have the opportunity to familiarize themselves with the subject matter and the methods demonstrated on the train, their presence throughout the day should be secured by advance arrangements. An added value in having them at the train is that in the eyes of visitors they will become identified with the movement and thus be in a better position to lead in the local follow-up work.

Helpers are needed to look after the safety of the visitors, to form any waiting crowds into lines,

direct people to the entrance, keep them moving in a single direction, prevent unnecessary congestion at any given point, and note questions and suggestions that should be passed on to members of the staff. If local volunteers are well prepared to perform these services the saving of strain on the hard-worked staff will be very great.

The Rate of Progress in Exhibit Cars

Reports show that managers of trains have been satisfied with both extremes in the rate of progress of visitors in moving through the train. One train director reported with pride that by his system he was able to "run 5,000 through in an hour." At the other extreme are the directors who during their stay in a town give a single demonstration in a car that holds only about one hundred people.

The method of "running people through" very rapidly is useful only if the exhibits are simply curiosities or objects of interest that may be quickly noted, and that we may risk having soon forgotten without loss to the cause that is being served. For example, the Liberty Loan trains depended chiefly on their program of talks, music, and the appearance of the returned soldiers to arouse interest. The large guns displayed on flat cars were visible while the talking was going on. It did not particularly matter after that whether visitors were passed through the trophy car so rapidly that they had only a glimpse of the various objects.

On the other hand, the attendance in one place of so small a number as one hundred would hardly justify the work of planning and carrying out a tour unless either the small group are carefully selected as leaders capable of passing on the information to others, or the community is so small that this number is as many as might be expected. It ought to be possible to estimate in advance, or at least after the first week of the tour, the length of time required for the average person to see all that is important for him to see and understand. With this period in mind it is possible to estimate the number of people who can be handled in a given length of time. For example, we may assume the following conditions:

A train of three cars.

Number that can be accommodated comfortably in each car at one time, 60.

Twenty minutes, required time to see the exhibits or hear and see demonstrations in each car, or one hour for the train.

Train on view six hours.

Maximum attendance practicable during the stop, 1,080 people.

The attendance is, of course, never distributed so evenly as this over the day, and all the visitors do not stay exactly the same length of time. Probably with a fairly even distribution a train with a maximum capacity of one thousand will handle satisfactorily about eight hundred people. An estimate of the rate at which visitors may be

passed along will be found exceedingly useful in deciding many questions, such as the arrangement and content of the exhibits, the length of time to continue a demonstration, the number of times to repeat it, the length of the stay, and the quota of attendance to work for in the advance publicity.

For example, would you rather have fewer people and have those who come stay longer, or would you prefer having a larger attendance with those who compose it spending less time with you? The selection of exhibits and the program should be arranged according to your decision on these points. If you are giving a few people detailed information which it would serve your purpose better to give to a larger number, you are throwing away your opportunity for want of a little careful calculation. The mistake most frequently made is to plan exhibits and programs on the expectation of having each visitor spend a long time at the train carefully examining each display, and then when the people arrive, to pass crowds through quickly without giving them a chance to see what has been prepared for them.

Distributing the Attendance

Apparently not many of those who have conducted trains have attempted through their advance work to prepare for arbitrary distribution of attendance over the entire period that the exhibit is open. The period from two to five o'clock in the afternoon seems to have been found the

most popular by the largest number of those reporting on attendance, with some falling off reported after four o'clock. The period before ten in the morning is agreed upon unanimously as the poorest time to get people out. The experiences reported as to the hourly attendance between ten and four o'clock varies so widely that it would seem to indicate that under the right conditions it should be possible to get people to come throughout this period.

Good advance work can fill up many idle hours. A description of methods of advance work to accomplish this is contained in another chapter, but while we are considering the visitors it may be well to look over the groups that could most easily come at the least attractive hours. On a number of trains arrangements were made to have school children attend with their teachers according to a prearranged schedule, usually during the morning hours. This is an especially good plan when the train is on view all day, because the children tell their experiences when they go home at noon and thus help to get their parents to attend in the afternoon. If there are a larger number of school children than can be handled conveniently it is a good idea to limit attendance to the older children, basing the lower age limit on the estimated number of children that can be accommodated. If they do not fill up the train completely during the morning, it is possible to arrange for the attendance of delegations of leading citizens

and other representative groups who come in a body to welcome the train when it is opened to the public, or to be personally escorted through it at a given time. This, of course, has news value as well as the advantage of using the morning hours. The Safety First Train of the government at each stop arranged to have such a morning delegation.

In some places the noon hour may be used for the attendance of factory workers and other employed people who are not far from the train. This is successful if advance preparations are made and if the subject matter is of interest to the workers. It is often possible to adapt the program and some part of the displays to their interests. Using the noon hour depends, of course, on having a large enough staff to allow each member an hour for lunch. The period from five to eight o'clock in the afternoon is probably of the least value. Usually the staff members themselves need relaxation during this time if there is to be an evening session.[1] If there is no session the train may pull out late in the afternoon. If, however, it is desirable to make use of this period, it may be possible to arrange for personal conferences or group conferences at the train or in town with persons especially interested in the subject who wish to have information that is not of interest to the general public or to talk over plans for the future.

[1] This fact, further discussed on p. 105, deserves considerable emphasis.

Reports as to the success of evening sessions vary greatly. Many have used the evening successfully for outdoor motion pictures or for meetings in town. The fact that many who could not leave their work during the day can come then seems to argue that it is possible to have a good attendance if the advance work has been thorough—provided also that the location of the car or train is satisfactory and that the time schedule will permit.

Explaining the Exhibits

While the exhibits should be so simple and well arranged as to be easily understood, any exhibit of objects, pictures, and printed words is more enjoyed and appreciated if it is brought to life by a personal interpretation given with enthusiasm. The explainer calls attention to what is displayed much as a chairman introduces a speaker. A good introduction makes the audience more friendly and responsive to either a speaker or an exhibit. The explainer who travels the length of the car with one group can take care of only a few people at a time, and if there is a continuous movement of people through the car only about one-third of them have the advantage of the explanation. If, on the outside or in another car, a lecture or demonstration precedes the reviewing of exhibits, the speaker may close the talk with an explanation of the purpose and character of the exhibits and some suggestions as to what to look for. With this

preparation people may pass through the car unattended and perhaps meet an explainer at the far end who will answer questions and give out literature together with an invitation to take part in the follow-up program. Or the explainer may meet people as they enter the car and give a brief introduction to the exhibits.

Local people, with general information on the subject, can give valuable help in explaining points about particular exhibits which have to be repeated many times. These helpers should receive advance material and in addition should come to the train for coaching before it opens and be stationed at assigned positions.

Staff members who are continually meeting people, work under considerable strain and may easily become tired or indifferent through overwork. So much depends on their enthusiasm and their readiness to offer help that this factor should be carefully checked up, and if any member of the staff shows signs of losing interest or failing to get a response he should be replaced or at least given a period of rest. By relieving staff members of irksome details and by providing in other ways for their comfort, as well as by arranging the schedule of hours so that they do not work beyond their strength in any one period, much can be done to avoid this loss of freshness and enthusiasm.

IX

FOLLOW-UP WORK

IN A previous chapter it was pointed out that the purpose of a tour may be to give information, to create interest in a new movement that is being launched, to revive interest that has become dull, or to serve as an attention-arresting feature of an intensive campaign that aims to produce some immediate results. All of these aims point to the need of planning definite follow-up work. It will not do to let people forget what they have learned or lose interest in it through neglect. If the tour means simply that ideas or facts are dropped down into each community, like seeds scattered by the winds without provision for later cultivating, they have a smaller chance to take root and grow.

Psychology has demonstrated that there is a "curve of forgetting." Hollingworth described it as follows:

When a given appeal is addressed to me, I straightway proceed to forget it. But I do not forget it at a uniform rate, so much being forgotten on each succeeding day until all is forgotten. Instead, I forget the material that has been seen or learned, according to a definite "curve

of forgetting," a curve which descends rapidly at first and then more slowly. The larger proportion of material is forgotten in the first day or so. After that a constantly decreasing amount is forgotten on each succeeding day.[1]

How may the impression made by the program and exhibits of the train be fixed in the minds of its visitors promptly, so that forgetting may be delayed until results are obtained? Several simple methods suggest themselves. We will take up here mainly those things that can be done while the train is in town or soon after its departure, as we are concerned only with the part that the train tour plays in the whole program of the organization that sends it out.

Getting the Subject Talked About

If the visitors talk about what they saw and heard they are likely to remember it much longer and more accurately than if they do not. The principles discussed elsewhere, of simplicity of form, concentration on one main topic, orderly arrangement, and lack of crowding in both exhibits and programs, have a definite application to getting the subject talked about. People speak vaguely and in general terms about what they have not clearly understood. We may imagine that A, who saw the train, meets B, who did not, and the following conversation takes place:

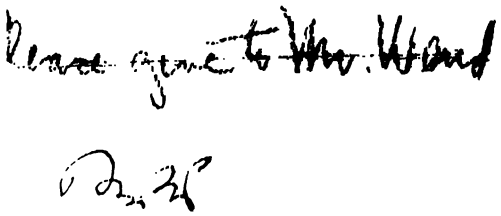
[1] Hollingworth, H. L.: Advertising and Selling, New York, D. Appleton & Co.

A: Did you see the health train yesterday?
B: No, how was it?
A: Oh, fine! great! You certainly missed it. There was a good crowd out, too.
B: What was it all about?
A: Oh, fresh air and not letting the babies die. You'd be surprised how many people die that could be prevented. And they say the town ought to have a nurse to look after the school children, and a hospital for—let's see, I've forgotten now about the hospital.
B: I see. Just a scheme of the politicians to make jobs for a lot of people. I always thought this was a pretty healthy town and I do yet.
A: No, you've got it wrong, B, but I can't make it clear to you. I can't talk like the fellow at the train. You ought to have heard him. He made a great speech.

If A has no clearer idea than this to pass on to B the next day, he himself is not likely to stay interested and, much less, convinced for very long. One of the best tests of the argument presented at the train is whether the talk about it afterward is general or particular, confused or clear and accurate in repeating facts and reasons. It is worth while to arrange with local co-operators as a part of the follow-up work to sound people as to what interested them and what they think of the suggestions that were made. Many changes,

sometimes small ones, but important, nevertheless, can be made on the basis of criticisms brought out in these interviews.

Printed Matter for Distribution



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ment of the action desired, whether it is support of a bill in the legislature, membership in an organization, or the forming of health habits. This leaflet should not fail to give information as to how and where further facts may be obtained. If it seems desirable to interest people in a number of additional subjects, the better way is to have leaflets on them displayed where they can be examined and to have a supply of addressed post-cards listing these special publications and on which visitors may check those they wish to have sent to them.

Publicity Following the Train's Stop

There should be a readable account of the train in the first issue of the local paper following its visit. Those who visited it will like to read the account of what they saw and in doing so will be reminded of a number of features of the exhibits and talks that were rapidly slipping from their memories. The train director would do well to see that the local paper receives as good copy for this follow-up story as for advance publicity. The people who came and what they said about it adds to the news value of the story.

Other forms of publicity may be used to advantage immediately following the visit of the train, such as a series of special articles appearing weekly in the local paper, printed matter mailed to a list of people obtained at the train, or a motion picture shown in the local picture theater,

at a meeting or a contest that may reach its climax at some later event, such as the county or state fair.

Organization of Local Forces

Leading men and women to take some action as the result of interest aroused at the train is the surest way to get the message remembered and is the aim of most educational campaigns. This action may be something very simple and concrete, or it may be the entering wedge of some continuous activity. One of the simplest steps, which has already been referred to, is the writing of local people to headquarters for information or for literature. This serves the purpose also of renewing interest when the material sent for arrives and it helps the central organization to make up mailing lists. Local organizations should be encouraged to send for reference material to use in talks and discussions.

Launching or boosting a permanent movement at a meeting held during the train visit is one good way of starting follow-up work. Many an effort that promised much because of local enthusiasm at the start has died a natural death, because after the specialists from the state or national headquarters have departed, local leaders find themselves without any clear-cut program to begin work on or any recognized leadership. An informal meeting of the train staff and local leaders at which temporary committees are formed and defi-

nite plans discussed may be one of the most useful features of the train program. It has been suggested elsewhere that the hour of the day least popular with visitors may be a good time for such a meeting. A still better method is an early visit after the departure of the train, of an organizer or consultant who will advise about plans.

An interesting report of the follow-up organization work carried on in connection with its health car, comes from the West Virginia Public Health Council:

Wherever possible a temporary committee was formed before leaving the community, this committee being chosen by a group of representative people in a community meeting in the interests of health education at which time child welfare work was emphasized. At this meeting we made an effort to secure the attendance of medical, dental, and nursing professions, of the mayor and town council, school board, and school superintendent and teachers, ministers and Sunday school superintendents, fraternal organizations, women's clubs, Red Cross, and any other organizations directly or indirectly interested in community welfare work. The temporary committee was appointed to secure a permanent organization based upon the interest and enthusiasm already created, this permanent committee to undertake a definite health program for the community. In addition to this we are keeping in touch with the various communities visited, by frequent correspondence, and the director of the Division of Child Hygiene has already returned to a number of the communities to help in the making of plans, to stimulate interest and

enthusiasm, and in every way possible to promote health education and public health nursing. We are now formulating county-wide and state-wide plans for the furtherance of this work through co-operation with the Extension Division of the Agricultural Department of the State University and American Red Cross.

An incidental but important factor in promoting continuous follow-up work is that local representatives of the movement, especially the salaried worker, if there is one, should take an active part in the program of the train, so as to become identified with the impressions and ideas gained here in the minds of the people who visited the train.

Checking up Results

As bearing upon the question of any future use of a similar method of campaigning, "checking up" results is good, although it may not always be easy or bring entirely conclusive evidence. The method described in the account of the Cleveland Children's Year Special, which is a dispensary truck, is suggestive. Cards of invitation to visit the local dispensary were given out at the truck and the number that were turned into the dispensary was noted by the nurses. Nurses also asked new visitors during the following month where they had learned of the dispensary, and recorded it when the visit was directly or indirectly a result of the Special.

Reports may be requested from local editors,

school superintendents, and others who meet many people, regarding the responsiveness of the people to ideas promulgated at the train. The number and the nature of inquiries received at headquarters from places that have been visited may also serve as an indication of the effectiveness with which the message has been presented.

Finally on the matter of follow-up work, one of the chief criticisms that may be made of much educational publicity is that it is spasmodic and unrelated. This is often due to the fact that the planning of follow-up work is left until the campaign is at its height or until it is over. By that time the workers at headquarters and in the field are too absorbed in the detail of running the affair, or a new project is under way. All the resources and energy have gone into running the campaign and none is left for securing results. In the advance planning of the whole campaign, allowance should be made in the budget for a definite program of follow-up work as well as in the time of staff members needed to carry it out.

APPENDIX

APPENDIX

REFERENCE LISTS OF TRAIN, TRUCK, TROLLEY, AND OTHER TRAVELING CAMPAIGNS

THE lists below include traveling educational campaigns about which we have obtained reasonably accurate information. The two chief sources of further information about these projects are the state colleges of agriculture and state boards of health. Very little information about tours is available in published form. Articles in class publications giving brief accounts of a few of the tours and a few special reports about tours are listed in Appendix B.

In practically all the train tours, one or more railroads have co-operated at least to the extent of supplying cars and free transportation, and sometimes bearing a considerable share of the work and expenses of the tour. Our lists, we realize, do not always give the full credit to co-operating railroads and other participants, but as much is given as it was possible to ascertain and to indicate within the space limits.

We are aware, also, that the list is by no means a complete record of educational tours. Information is coming in continually about tours that we had not known of before. The main purpose, however, is to give a general idea of the purposes, forms, and extent of traveling campaigns in recent years, together with only

a few of such details as may help the inquirer decide where to look further for suggestions that may be of assistance in his particular case.

The list does not include tours of trucks or trains for service only, as, for example, library trucks or laboratory trains. Neither does it include "chapel cars," that is, railroad cars, motor vehicles, and boats, for religious services or instruction, such as have been sent out by various religious bodies for many years.

Agricultural and Food Conservation Trains

Canada. Better Farming Train. Subject: assistance in every phase of farm life. Saskatchewan Department of Agriculture and the College of Agriculture of the Provincial University co-operated with Canadian Pacific Railway. 1918 and 1919. Thirteen cars with exhibits or equipment for demonstrations and lectures. Prominent professors and agricultural officials served as demonstrators and lecturers.

Sheep Car. Subject: breeding and shearing of sheep. Live Stock Branch, Department of Agriculture at Ottawa. 1919. One car of exhibits. Demonstrations of shearing machine given on farms.

Special Dairy Car. Subject: dairying. Saskatchewan Department of Agriculture, College of Agriculture, and Canadian Northern Railway. 1916. Lecture coach and tourist sleeper for speakers. Exhibits with stereopticon and lectures.

United States. Poultry and Egg Demonstration Car. Subject: demonstrations of proper methods of handling and keeping poultry and eggs. Bureau of Chemistry, United States Department of Agriculture. 1913 to 1918.

Arkansas. Peach Culture Demonstration Train. Sub-

ject: proper methods of peach tree pruning and spraying. Co-operatively run by Agricultural Departments of Missouri Pacific and Cotton Belt Railroads, American Refrigerator Transit Company, and State College of Agriculture. 1918. Two baggage cars for exhibits; large automobile freight car carried orchard machinery. Exhibits explained by horticulturists, on the cars; lectures and demonstrations given in nearby orchard.

California. Dairy Special. Subject: dairying and hog raising. State College of Agriculture. 1913 and 1914. Lectures, conferences, and exhibits relative to the industry.

Agricultural and Food Production Train. Subjects: methods of stimulating growth of certain crops, interest in increasing food production, and particularly bean culture. State Colleges of Agriculture of Nevada and Utah and Salt Lake Railroad co-operated with California's State College of Agriculture. 1917. Demonstrations and lectures.

Agricultural and Home Economics Train. State College of Agriculture, co-operated with Southern Pacific Railroad. 1908 and 1909. Ten coaches for exhibits and lectures, a dining car, and sleeper to accommodate demonstrators and lecturers. Demonstrations and lectures.

Agricultural and Horticultural Train. Subject: methods of restoring fertility and depleted soils, plant culture, pest and disease extermination, viticulture, dairying, animal industry, seeding and soil treatment. State College of Agriculture, Southern Pacific and Santa Fé Railroads. Annually, 1908 to 1913. Several exhibit cars, lecture cars, sleeping car, and diner.

Good Roads Special. Subject: improvement of roads, Frisco Railway System. 1912. Four coaches and locomotive. Exhibits, lectures and demonstrations.

Florida. Food Production Increase Train. Florida Seaboard Air Line. 1917. Demonstrations.

Georgia. Land Clearing Special. Subject: stump pulling and uses of tractors and other farm machinery. State College of Agriculture, stump puller companies and tractor manufacturers, Georgia Landowners' Association, and the Railroad Administration co-operated. 1919. Passenger coach and four flat cars for lectures and demonstrations, caboose and sleeper for traveling campaigners, and two box cars for equipment and machinery transportation. Motion picture shows, demonstrations, and lectures.

Illinois. Home Economics Car. Subject: household science. State College of Agriculture. 1916-1918. Demonstrations and exhibits.

Dairy Trains. State College of Agriculture and the Chicago and Eastern Illinois Railroad. 1916, 1917, 1919. Three coaches for lectures, automobile car and flat car for demonstrations and exhibits, and a locomotive. Demonstrations of milking machine, lectures and exhibits.

Dairy Train. Subject: uses of separators, sterilizers, and other dairy machines. State College of Agriculture and C. C. C. & St. L. Railroad. 1916 and 1917. Lecture coach for motion pictures, baggage car for exhibits, and Arms Palace horse car for cattle.

Dairy Train. Subject: proper use of dairy machinery. State College of Agriculture and Baltimore and Ohio Railroad. 1916 and 1917. Pullman car for attendants; stock car carried cattle, which were taken for demonstrations to some prominent place in towns visited. Lectures in court houses and town halls.

Dixie Jersey Special. Subject: more and better dairy cattle. American Jersey Cattle Club, agents of Department of Agriculture and railroad trade

promotion bureaus. In Illinois, Louisiana, Mississippi, and Tennessee. 1920. Arms Palace horse cars for cattle and Pullmans for personnel.

Indiana. Seed Corn Special. Subject: corn culture. Erie Railroad and Purdue University Agricultural Experiment Station. 1909. Lecture train.

Alfalfa Lecture Train. Subject: better alfalfa production. Purdue University Agricultural Experiment Station. 1912.

Corn Improvement Lecture Train. Subject: better corn. Lake Erie and Western Railroad and Purdue University Agricultural Experiment Station. 1911.

Dairy Feeding Lecture Train. Subject: better cattle feeding and care. Purdue University Agricultural Experiment Station and several railroads. 1915.

Dairy Special Production Train. Subject: increase of dairy production. Southern Railroad and Purdue University Agricultural Experiment Station. April 1 to 7, 1913.

Dairy Special Train. Subject: dairying. Monon Railway Company, Purdue University Agricultural Experiment Station, and State Dairy Association. 1907. Baggage car, two lecture coaches, and private dining and sleeping car. Lectures, exhibits, and demonstrations.

Milk Production Special Train. Subject: care and production of milk. Purdue University Agricultural Experiment Station and Erie Railroad. 1909. Seven car train. Lectures and demonstrations.

Onion Improvement Lecture Train. Subject: increase of onion crops. Chicago, Indiana and Southern Railroad. 1911.

Seed Corn Special. Subject: corn culture. Monon Railway Company, Purdue University Agricultural Experiment Station, Indiana Corn

Growers' Association, Indiana Grain Dealers' Association. 1906. Engine, baggage car, coach for lectures, and a coach for the attendants. Lectures, exhibits, and demonstrations.

Wheat Improvement Train. Subject: wheat culture. Southern Railroad and Purdue University Agricultural Experiment Station. 1912. Lectures and demonstrations of culture and fertilization; control of insects and diseases.

Iowa. Dairy Special. Subject: better dairy products. Illinois Central Railroad. 1916. Three cars for exhibits, demonstrations, and living quarters for speakers.

Seed Corn Special. Iowa Grain Dealers' Association. 1910.

Kansas. Hessian Fly Special. Subject: control of Hessian fly. State College of Agriculture and Santa Fé Railroad. 1915. Baggage car for equipment, two steel coaches for lectures and demonstrations, and private car for attendants.

Kentucky. Agricultural Exhibit Train. Subject: general education in matters pertaining to agriculture and dairy improvements. State Department of Agriculture. 1912. Four lecture cars, stock car, sleeper, and diner. Lectures, exhibits, and demonstrations.

Louisiana. Dixie Jersey Special. See Illinois.

Maryland. Farmers' Institute Train. Subject: dairying. State College of Agriculture. 1913. Lecture car and stock car. Demonstrations and lectures.

Michigan. Food Demonstration Train. Michigan Agricultural College. 1917.

Minnesota. Advertising Car. Subject: farm and factory products. State Board of Immigration. 1913. One exhibit car.

Mississippi. Boll Weevil Special. Subject: extermination of the pests. Illinois Central Railroad, 1908.

Dixie Jersey Special. See Illinois.

Missouri. Patriotic Special. Subject: food conservation and work of Women's Committee. Women's Committee on Food Conservation, Council of National Defense. August, 1917. Lecture and demonstration car. Stereopticon lectures and demonstrations.

Nebraska. Agricultural Train. Subject: dairying and seed corn. State College of Agriculture. 1918. Two cars for exhibits and demonstrations.

Conservation Special. Subject: food conservation and preservation. Union Pacific Railroad Company co-operated with Nebraska College of Agriculture and others. 1917. Train included business car and living quarters for staff. Illustrated lectures were given in public halls.

Nevada. Agricultural and Food Production Train. Co-operatively run with State Colleges of California, Nevada, and Utah, and Salt Lake Railroad. 1916 and 1917. See California.

New Jersey. Save the Surplus Special. Subject: food conservation and other war measures. State College of Agriculture and Lehigh Valley Railroad. 1917. Two coaches, one for exhibits and the other for lectures. Toured New Jersey and Pennsylvania. Demonstrations, lectures, and exhibits.

New York. Victory Special. Subject: introduction of wheat, meat, and sugar substitutes and other food conservation methods. State College of Agriculture, Food Administration and New York Central, Lehigh Valley, D. & H., D., L. & W., and Long Island Railroads. 1917, 1918, 1919. Demonstrations and exhibits on train of two coaches.

Apple Packing Train. Subject: instruction in requirements of law relating to apple grading.

State Department of Agriculture and New York Central Railroad. 1915. Baggage car with equipment, lecture car with capacity of 100 persons, and car for living quarters.

Better Seed Special. Subject: standard types of seeds; reliable sources; proper methods of controlling common diseases. State College of Agriculture, New York Central, Lehigh Valley, Ontario and Western, Erie, and Delaware and Hudson Railroads. 1919. Exhibits and demonstrations in two coaches.

Potato Demonstration Car. State College of Agriculture, County Farm Bureaus, and Lehigh Valley Railroad. 1917. Exhibits and demonstrations.

Sheep Demonstration Train. Subject: breeding, feeding, and care of sheep. State College of Agriculture, New York Central and New York, Ontario and Western Railroads. 1917. Exhibits and demonstrations.

North Carolina. North Carolina Car. Subject: farm machinery and dairying. State Department of Agriculture co-operating with several railroads. Lectures and exhibits with stereopticon slides and moving pictures in baggage cars; demonstrations given out of doors.

Better Farming Special. Subjects: better dairying, domestic science, food conservation, and sanitary methods. Agricultural and Industrial Department of Norfolk and Western Railway, State College of Agriculture of North Carolina, and Virginia Agricultural and Mechanical College. 1915–1916. Nine cars for exhibits, demonstrations, lectures, and living quarters for attendants.

Corn Growers' Special. Norfolk and Southern Railway and Experiment Station of the Agricultural and Mechanical College. 1908.

Farmers' Institutes. Subject: agriculture and domestic science. North Carolina Department of Agriculture, Seaboard Air Line, and Southern Railway. Two railroad cars, one a coach with two of the seats removed and a model kitchen substituted, and a baggage car equipped with farm and dairy machinery. 1908–1910. Lectures and demonstrations on the train and outdoors.

Pennsylvania. Food Conservation Train. Pennsylvania Food Administration, State College of Agriculture, and Pennsylvania Railroad. 1917 and 1918. Two demonstration cars and one exhibit car.

Save the Surplus Special. Toured this state and New Jersey. 1916 and 1917. See New Jersey.

Tennessee. Agricultural Train. Subject: better farming and food production. Agricultural Department of Nashville, Chattanooga and St. Louis Railroad. One private car and one lecture car. Exhibits and demonstrations.

Dixie Jersey Special. See Illinois.

Texas. Agricultural Train. Subject: dairying. Agricultural and Mechanical College of Texas. Three coaches for lectures, two exhibit cars, automobile car for cattle, flat car with wire fence and canvas top for lecture and demonstration platform, a diner and a Pullman for compaigners. Lectures, exhibits, and demonstrations. Stereopticon slides shown at night in combination with lectures in motion picture theater or town hall.

Peach Culture Train. Subject: proper methods of pruning and spraying trees, and extermination of insect pests in orchards. Agricultural Department of St. Louis Southwestern Railroad of Texas, assisted by Agricultural and Mechanical College of Texas and State Department of Agriculture. 1919 and 1920. Two cars for exhibits and one for orchard machinery. Exhibits, demonstrations,

and lectures. Similar to train run in Arkansas in 1918. See Arkansas.

Utah. Agricultural and Food Production Train. Co-operatively run with State Colleges of California, Utah, and Nevada, and the Salt Lake Railroad. 1916 and 1917. See California.

Virginia. Agricultural Train. Agricultural and Mechanical College of Virginia, and Norfolk and Western Railroad. 1915. Demonstration train.

Better Farming Special. See North Carolina.

Washington. Agricultural Train. State College of Agriculture. Lectures with stereopticon slides, sometimes in nearby school or hall; exhibits and demonstrations on train.

Good Roads Special. Subject: road and culvert construction and maintenance and general highway improvements. Office of Public Roads of Washington and several railroad companies co-operated. 1912. Two coaches of exhibits and models. Lectures, demonstrations, and exhibits.

West Virginia. Agricultural Train. Subject: better farming. Kanawha and Michigan, Baltimore and Ohio Railroads, and State College of Agriculture. 1912 and 1913. Baggage cars for cattle and coaches for lectures. Lectures, demonstrations, and exhibits.

Wisconsin. Pure Seed and Home Power Special. "Soo" Line, Chicago, Milwaukee and St. Paul Railroad, Wisconsin Bankers Association, and State College of Agriculture. 1917. Two cars for demonstrations and exhibits.

Land Clearing Demonstration Train. Subject: better farming. State College of Agriculture, several land clearing machinery and explosive manufacturers, and several railroads co-operated. 1916–1919. Six cars consisting of a flat car, two box cars

for equipment, two bunk cars, and a boarding car for the attendants. Demonstrations and instruction.

Stump Pulling Special. Subject: clearing cut-over lands. State College of Agriculture, several land clearing machinery and explosive manufacturers, Chicago and Northwestern, and Chicago, Minneapolis and St. Paul Railroads. 1916. Flat car, two box cars for equipment, two bunk cars, and a boarding car for the attendants. Demonstrations and instruction. Similar trains, with some changes in cars used and in co-operating agencies, were run in 1917 and 1919.

Health Trains

United States. First Aid Train. American Red Cross. 1920. Fully equipped railroad coach to render and teach first aid to the injured. Treatment and instruction.

California. Sanitation Car. Subject: protection of water supply, disposal of sewage, and instruction in disease prevention. State Board of Health. 1909. Continued annually. Exhibits and demonstrations.

Florida. Sanitation and Health Train. State Board of Health. 1916 and 1917. Two exhibit cars. Lectures with motion pictures and slides.

Kansas. Health Car "Warren." Subject: health and child welfare. State Board of Health. 1916. Exhibit car.

Kentucky. Health Exhibit Car. Subject: tuberculosis prevention and cure. 1912. Kentucky Tuberculosis Association and several railroads co-operated.

Louisiana. Health Train. Subjects: child welfare, food, and disease prevention. State Board of Health. 1910. Continuously since then. Four cars including an exhibit car, a laboratory car with garage compartment carrying Ford car for country

trips and quick collection of water samples, and two cars for administrative and living quarters.

Missouri. Traveling Car Exhibit. Subject: instruction in anti-tuberculosis measures. Missouri Association for the Relief and Control of Tuberculosis. 1908. One exhibit coach.

West Virginia. Health Car. State Department of Health. 1919. Vestibuled coach, equipped with electrically driven models, posters, exhibits of living bacteria, sanitation exhibits, a moving picture machine, and a small chemical and bacteriological laboratory in one end of the car.

Tuberculosis Exhibit Car. Subject: prevention and cure of tuberculosis. West Virginia Tuberculosis League and several railroads. 1913 and 1914. Car for exhibits and lectures.

MISCELLANEOUS TOPICS—TRAINS

Canada. Made-in-Canada Train. Subject: trade extension. Canadian Manufacturers Association. Ten cars for exhibits, demonstrations, and moving picture lectures.

Exhibition Car. Subject: conservation of the forests. Canadian Forestry Association. 1918 and 1919. Train toured parts of Quebec and New Brunswick. Exhibits of products made from wood.

Southern States. School on Wheels. Southern Pacific Railway. 1919. Baggage car fitted up as modern school room; accommodates teacher and 25 pupils.

United States. Safety First Train. Subject: to show what is being done to promote safety and health. Department of the Interior co-operating with other governmental departments. 1916. Locomotive and twelve exhibit and lecture cars.

Mine Rescue Car. Subject: instruction to miners in first aid and use of oxygen breathing apparatus. Assistance of car apparatus and crew

given in case of mine disasters. Bureau of Mines, Department of the Interior, 1910; continuous service since then. Present equipment: eleven specially constructed coaches with exhibits and emergency equipment.

Recruiting Cars. Bureau of Navigation, Navy Department. 1917 and 1919. Three flat cars fitted up respectively with a model of a battleship, destroyer, and torpedo boat. Exhibits and lectures to assist in recruiting and also used for promoting Liberty Loan drives.

War Relic Trains. Subject: promotion of Liberty Loan drives, etc. Federal Reserve Districts of Treasury Department. 1918 and 1919. Flat cars for exhibition of trophies captured from the enemy; baggage car, sleeping car, and a locomotive. Toured the United States.

New York. Safety First Car. Subject: instruction in safety measures. New York Central lines. 1919. Two duplicate cars for motion pictures and lectures.

Virginia. Safety First Car. Subject: instruction in safety measures. Norfolk and Western Railroad. 1920. Motion picture and lecture car.

Agricultural and Food Conservation Trucks

Canada. Sheep Demonstration Automobile. Sheep and Goat Division, Live Stock Branch, Department of Agriculture, Ottawa. 1919. Demonstrations of shearing by hand and power machines, rolling and preparing of wool for market, dipping of sheep for vermin, and docking and castrating of lambs.

Alabama. Movable School. Subject: agriculture and home economics. Tuskegee Normal and Industrial Institute. 1919. Instruction and demonstrations.

Louisiana. Agricultural Extension Truck. Subject:

education and agriculture. Louisiana State Agricultural and Mechanical College. 1919. Motion picture and stereopticon lectures.

Massachusetts. Food Conservation and Model Kitchen Truck. Subject: canning, food conservation, and substitutes; care and feeding of children in wartime. Woman's Committee, Massachusetts Council of Defense. 1918. Demonstrations and instruction.

Agricultural Truck. Massachusetts Agricultural College. Demonstrations, exhibits, and stereopticon slide lectures.

Food Conservation and Preservation Truck. Bristol County Farm Bureau. In charge of county demonstration agent at Segreganset. Exhibits.

Ohio. Poultry Demonstration Truck. Subject: instruction in proper methods of handling eggs, care of fowl, and better uses of poultry equipment. Ohio State University. 1917. Lectures and demonstrations. Evening lectures with stereopticon slides.

Pennsylvania. Canning Truck. Allegheny County Council of Defense. 1918. Itinerant service to farmers' wives at their homes. Demonstrations, instruction; canning and drying of home products.

Rhode Island. Food Conservation Truck. State Food Administration. 1918. Demonstrations and instruction.

Virginia. Fruit Growers' Automobile Tour. Subject: best methods of orchard culture. Extension Division, Virginia Polytechnic Institute and Virginia State Horticultural Society. 1918. Automobile tour through Virginia and West Virginia by fruit growers.

Wisconsin. Agricultural Truck. Subject: treatment of grain for smut and a fanning mill. County

agents of the state. 1918. Demonstrations, assistance, and instruction.

Health Trucks

Canada. Traveling Baby Clinic. University Settlement of Montreal. 1919. Weighing, measuring, and advisory service.

France. Traveling Exposition. Subject: child welfare and tuberculosis. American Commission for the Prevention of Tuberculosis in France, Children's Bureau of the American Red Cross and, later, the Tuberculosis Bureau, American Red Cross. 1917 and 1918. Trucks carried equipment for lectures, motion pictures, and exhibits.

Italy. Tuberculosis Clinics. American Red Cross Tuberculosis Commission. Seven trucks equipped as clinics. Treatment and instruction.

Dental Trucks. American Red Cross. Three trucks fitted up as dental clinics. Treatment and instruction.

United States. Child Welfare Special. Children's Bureau, Department of Labor. 1919. Lectures, examinations, and well baby clinic.

Connecticut. Baby Special. Subject: infant and child welfare, including care, feeding, measuring, and weighing. Child Welfare Department, State Council of Defense. 1918. Lectures and advisory service.

Illinois. Traveling Health Clinic. Subject: tuberculosis. Chicago Tuberculosis Institute. 1919.

Indiana. Traveling Auto Exhibit. Subject: prevention of tuberculosis. Indiana Society for the Prevention of Tuberculosis. 1917. Truck fitted with screen and machine for moving picture shows; also lectures with stereopticon and exhibits.

Louisiana. Sanitary Truck. Subject: personal hygiene

and disease prevention among Negroes. Louisiana State Board of Health. 1919. Lectures, exhibits, and motion pictures.

Maryland. Public Health Car. Subject: educational and organization work. Maryland Tuberculosis Association. 1916. Motion pictures, lectures, and distribution of literature.

Massachusetts. Child Welfare Truck. Division of Hygiene, State Department of Public Health. Lectures, demonstrations, exhibits on all phases of child welfare.

Mississippi. Rural Dispensary Truck. Subject: education in general health and tuberculosis. Bureau of Tuberculosis, State Sanatorium of the Board of Health of Mississippi. 1919—continuous. Motion picture and stereopticon shows, lectures, exhibits, examinations, and distribution of literature.

New York. Healthmobile. Subject: general health propaganda. State Department of Health. 1919. Lectures and motion pictures.

Dental Education Car. Subject: dental instruction and dispensary service. Nassau County school authorities and Junior Red Cross. 1920. Ford truck equipped with necessary dental supplies and equipment.

North Carolina. Moving Picture Health Car. State Board of Health. 1916. Lectures and motion pictures.

Health Education Car. Subject: tuberculosis and mouth hygiene. State Board of Health and State Tuberculosis Association, 1920. Truck equipped with lighting system and motion picture machine. Lectures and moving picture shows in the forty-five counties of the state.

Ohio. Cleveland Children's Year Special. Subject: dispensary for child hygiene and welfare work.

Children's Year Committee of Council of Defense. 1918. Exhibits, examinations of children, motion picture shows, and distribution of literature.

Washington. Clinic and Exhibit Truck. Subject: tuberculosis diagnosis and education. Truck for transportation of clinic staff and exhibit; clinic held in public halls. Washington Tuberculosis Association. 1919. Lectures, exhibits, and clinic.

West Virginia. Rural Tuberculosis Campaign. Subject: prevention and cure of tuberculosis, and extermination of flies. West Virginia Tuberculosis League. 1917. Automobile tour in charge of a woman physician and her assistant. Stereopticon show and lectures; also first aid demonstration.

Wisconsin. Health Wagon. Subject: health preservation and disease prevention. Wisconsin Anti-Tuberculosis Association. 1916. Motion pictures and lectures.

Motor Transportation Development Tours

United States. Transcontinental Tour. Subject: recruiting for Motor Transport Corps, and education regarding good roads. Motor Transport Corps, War Department. 1919. Fleet of motor trucks and passenger vehicles from the Capitol to San Francisco over the Lincoln Highway. Exhibits, demonstrations, and lectures, with moving picture shows.

Georgia. Motor Truck Trains. Subject: quicker transportation facilities between farms and markets. Macon Chamber of Commerce. 1919. One hundred and four trucks were divided into four trains; each toured the country routes for a radius of 100 miles. Merchandise carried on outgoing trips and farm produce on return trips.

Illinois. Motor Trucks. Subject: uses of motor vehicles on farms. National Association of Motor

Truck Sales Managers. 1919. These trucks toured six states and covered over 3,000 miles.

Missouri. St. Louis Motor Truck Expedition. Subject: farm uses of motor-driven vehicles. 1919. Sixteen motor companies co-operated, and the tour covered sections of the north central states.

New York. Rural Motor Truck Express. Subject: uses of motor-driven vehicles on farms and for express delivery. National Automobile Chamber of Commerce co-operated with New York State Department of Farms and Markets. 1919. Demonstration given at State Fair, Syracuse, September, 1919.

Miscellaneous Topics—Trucks

England. Cine-Motor Touring Movies. Subject: information relating to war activities shown in rural districts. British Ministry of Information. 1918.

United States. Mine Rescue Auto Trucks. Subject: instruction of miners in first aid and use of oxygen breathing apparatus, and to render assistance in case of mine disaster. Bureau of Mines, Department of the Interior. 1913; continuous service since then. Six such trucks used by Bureau in mining districts. See Mine Rescue Cars.

Connecticut. Victory Conference. Subject: women's war work. Woman's Committee, State Council of Defense. 1918. Exhibits, demonstrations, and lectures.

Georgia. Motion Picture Trucks. Subject: Red Cross activities. Southern Division, American Red Cross. Georgia and Tennessee. 1918. Lectures with motion pictures.

Maryland. Motion Picture Truck. Subject: Red Cross activities overseas and in America. Potomac Division, American Red Cross, Maryland, Virginia,

West Virginia. 1919. Two lecture and exhibit trucks.

New York. Victory Trucks. Subject: reconstruction and post-war service. Reconstruction Commission of the State of New York, co-operating with the Bureau of Commercial Economics. 1919. One motion picture truck.

Motor Trucks. Subject: go-to-church propaganda. Erie Annual Conference of Methodist Episcopal Church. Two hundred and twenty automobiles toured the state and Pennsylvania in an effort to get people to attend church more often.

North Carolina. Motion Picture Truck. Subject: community welfare. 1919; continuous. State Bureau of Community Service. Semi-monthly tour of truck to rural districts for motion pictures and lecture programs and community organization.

Pennsylvania. Motor Trucks. See New York.

Tennessee. Motion Picture Trucks. See Georgia.

Virginia. Motion Picture Truck. See Maryland.

West Virginia. Motion Picture Truck. See Maryland.

Miscellaneous Vehicles Used for Tours

Canada—Motorcycle. Animal Treatment Cars. Subject: encouragement of humane treatment of dumb animals. Toronto Humane Society. 1914. Continuous service since then.

California—House-boat. "The Josephine." Subject: exhibits of animal parasites and working field laboratory. State Board of Health. 1919.

Massachusetts—Trolley Car. Child Welfare and Food Conservation Car. Women's Committee, Council of National Defense. 1918. Exhibits, lectures, and demonstrations.

Michigan—Trolley Car. Children's Year Special.

Woman's Committee, Michigan Division of the Council of National Defense. 1918. Car divided into three sections for exhibits, examinations, lectures, and demonstrations.

Vermont—Wagon. Health Exhibit Wagon. State Board of Health. 1913. Horse-drawn vehicle used for moving pictures and health exhibits.

Wisconsin—Motorcycle. "Flying Squadron of Health." Subject: propaganda for tuberculosis prevention and cure. Wisconsin Anti-Tuberculosis Association. 1911–1915. Exhibits, stereopticon slides, and lectures.

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THE amount of printed matter bearing on the use of trains, trucks, and trolley cars in educational campaigns is not very large. The list below is fairly representative of the material available, most of it being in the form of articles and illustrations in magazines and other periodicals.

Agricultural Train. Biennial Report, 1912–13, Department of Agriculture, Labor and Statistics, Frankfort, Kentucky, pp. 48–56. Five illustrations of train and exhibits.

Apple Packing Train, The. F. S. Welsh. New York State Agricultural Department Bulletin, January, 1916, vol. 79, pp. 679–83. Description of Apple Packing Train of New York Central Railroad and State Department of Agriculture. Two illustrations of demonstrators.

Auto-Stereopticon and Moving Picture Machine For Extension Service in Rural Schools. Louisiana State University Bulletin, July 1915. Nine illustrations of car for showing motion pictures at school houses, audience at lecture, and details of picture machine.

Better Farming Special, A. C. T. Rice. Hoard's Dairyman, January 28, 1916, vol. 51, p. 4. Description of Norfolk and Western Railway's Better Farming Special. One illustration of exterior of train.

Better Farming Train, The. A. M. Shaw. Agricultural Gazette of Canada, October, 1916, pp. 909–13. Description of train and tour of Canada's Better Farming Train. Three illustrations of exterior and interior of train.

Child Welfare Special, The. Janet Geister. Institution Quarterly, Springfield, Illinois, December 31, 1919, pp.

120–25. Description of Child Welfare Special of Children's Bureau and its tour.

Cine-Motor Touring Movies Equipment of the British Government. F. A. Talbot. Scientific American, August 3, 1918, vol. 119, p. 93. Two illustrations of a truck used for moving picture projection of films giving war information in rural districts.

Cleaning Up a State. Henry Oyen. World's Work, March 1912, pp. 510–21. Map and several illustrations of Health Exhibit Train of Louisiana State Board of Health.

Dairy Instruction Car. Agricultural Gazette of Canada, May, 1916, p. 449. Description of Canada's Special Dairy Car.

Educating the Farmers by Rail. H. A. Crafts. Scientific American, May 21, 1910, vol. 102, pp. 420–21. Description of California's Agricultural and Horticultural Train.

Egg and Poultry Demonstration Car Work in Reducing Our $50,000,000 Waste in Eggs. W. E. Pennington, H. C. Pierce, and H. L. Schroeder. U. S. Agricultural Department Year Book, 1914, pp. 363–80. Two illustrations of interior of car. See also Scientific American Supplement, May 6, 1916, vol. 81, pp. 292–93, for illustration of a specimen chart used in lecture work.

Farming by Special Train. Clifford V. Gregory. Outlook, April 22, 1911, vol. 97, pp. 913–22. Eleven illustrations of interior and exterior of cars and audiences. Several trains mentioned.

For Better Roads. Worth C. Harder. Harper's Weekly, September 14, 1912, p. 15. Two illustrations of Good Roads Special Train.

Good Seed, The Gospel of. House Beautiful, July 1913, vol. 34, p. 49. Editorial comment on several good seed trains in the Dakotas, Minnesota, Wisconsin, and Iowa.

Gospel of Health on Wheels. World's Work, May 1911, vol. 22, pp. 14-313–14. Description of Louisiana Health Train.

Health Exhibit Car, A Week on a. Eugene Kerner. Journal of the Outdoor Life, September 1912, vol. 9, pp. 210–11. Kentucky's health train.

Health on Wheels. Agnes Morris. American City, December 1914, vol. 11, pp. 453–56. Three interior and one double-page illustration of exterior of Health Exhibit Train of Louisiana State Board of Health.

Health on Wheels. Louisiana State Board of Health, New Orleans, La., Oct. 31, 1914. Thirteen illustrations of train, exhibits, and director of tour of Health Exhibit Train of Louisiana State Board of Health.

Health to Sell. Samuel Hopkins Adams. La Follette's Magazine, December 1914, pp. 8, 9. Mention of "Flying Squadron of Health," a motorcycle tour of the Wisconsin Anti-Tuberculosis Association. One illustration.

Hessian Fly Train. George D. Dean. Journal of Economic Entomology, February 1916, vol. 9, pp. 139–41. Train to instruct farmers in ridding Kansas of insect pests. Three illustrations of train.

Homemaking on Wheels. Country Gentleman, February 12, 1916, vol. 81, p. 366. Demonstration car of the Household Science Department, University of Illinois. Three illustrations of interior of car.

Instruction of the Public in Anti-Tuberculosis Measures by a Traveling Car Exhibit. George Homan, M.D. Journal of the American Medical Association, September 24, 1910, Vol. 55, pp. 1072–73. One interior and one exterior illustration.

Iowa Dairy Special, The 16th. E. S. Estel. Kimball's Dairy Farmer, July 1, 1916, vol. 14, p. 428. Description and comparison of dairy trains run in Iowa. Two illustrations of demonstrators, lecturers on rear platform of train and of crowd attending an outdoor lecture.

Kentucky Wakes Up. Roy L. French. Journal of the Out-

door Life, February 1915, vol. 12, pp. 45–46. Tuberculosis exhibit car; 1 illustration of interior.

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Poultry Demonstration Trains Are Popular. Helen Dow Whitaker. Reliable Poultry Journal, August, 1917, vol. 24, pp. 504–05. Description of Washington's Food Preparedness Campaign Train. One illustration of exterior of train and one illustration of interior.

Public Activities of New York State to be Shown in Free Motion Pictures. American City, City Edition, October 1919, vol. 21, p. 318. Brief mention of trucks to be used by Reconstruction Commission of New York State in showing motion pictures of every city and town in the state.

Railroading Knowledge to the Farmer. Owen Wilson. World's Work, November 1911, vol. 23, pp. 100–06. Ten illustrations of various trains mentioned in article.

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Special Peach Culture Train to Cover Arkansas. Arkansas Homestead, November 25, 1918, pp. 5, 11. Special train ran in Arkansas in 1918.

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INDEX

INDEX

ADAMS, S. H.: description of health motorcycle tour by, 34–37

ADVANCE AGENTS: qualifications, 49; preliminary work for, 50–52. See also *Committees*

ADVANCE WORK: publicity and organization, 42–65; local cooperation, 45–54; committees, 55–65, 98; follow-up program, 114

ADVANTAGES: economical, 4; publicity, 4; of stimulating audiences, 5, 104; of striking features, 6; trains versus trucks, 10–11

ADVERTISING: mediums, and purpose of, 43; committee on newspapers, 56; posters, 57; window displays, 57; slides, 57, 58; through local merchants, 58; Hollingworth on, 107; exhibit car, 122

AGRICULTURE: promoting interest in, 5; Peach Demonstration Train, and illustration of exhibits, 13–14; account of dairy train in Illinois, 15–16; Pure Seed and Home Power Special, 16; canning trucks, 37–39; train titles, 67; program for exhibit train, 74–75; list of tours, 118–127, 129–130; bibliography, 137–142

ALABAMA: publicity tours, train equipment, 129

APPEALS: advance publicity work, 42–52; to local committees, 52–65

ARKANSAS: conservation train tour, 118; bibliography, 141

ATTENDANCE: novel devices attract, 7, 34; advance work to secure, 42–45; methods of distributing, 44, 75–77; outdoors, 77; planning for, 94, 98; receiving visitors, 97–99; estimating numbers, 100; distributing, 101–104

ATTRACTIVE EXHIBITS: advantages and suggestions, 4; novel features a stimulus, 5–7, 104; healthmobile, opposite 10. See also *Motion Pictures*

AUDIENCES: selection and visualization of, 69. See also *Attendance*

AUTOMOBILES: motion picture tours, 9, 25–26; dispensaries and clinics, 27–33; Child Welfare Specials, 30–34; speaking tours, 34–37; government trucks, 37–41; motor service, 65; list of truck tours, by states, 129–136; and go-to-church propaganda, 135; bibliography, 137. See also *Trucks*

BIBLIOGRAPHY, 137–142

CALIFORNIA: publicity tours, equipment for, 119, 127, 135; bibliography, 138, 141

CANADA: description of forestry car, 90–92, 128; publicity tours, 128, 129, 131, 135; bibliography, 137, 138, 140, 142

CANNING TRUCK: purpose of portable kitchen, 37–39; truck tour, 130

INDEX

CHILDREN'S YEAR SPECIAL: in Michigan, 23; Cleveland Department of Health, 27–29; "skip stops," 97; follow-up work, 113; publicity tour, 132, 135

CHILD WELFARE: in Michigan, 23; Massachusetts, 24; traveling dispensaries and clinics, 27–34; U. S. Children's Bureau truck tour, 30–33; advance publicity, 51; follow-up work, 113–114; health tours and publicity, 127, 131, 132, 135; bibliography, 138, 141, 142

CHURCHES: co-operation helpful, 61; truck tours in New York and Pennsylvania, 135

CLARK, E. A.: describes successful tour of dairy train, 15–16

CLINICS: and traveling trucks, 27–31; Tuberculosis Commission, 28, 30; transport truck tour, 133

COLE, P. T.: on Peach Demonstration Train, 14

COMMITTEES: on co-operation, 44, 45–47; advance publicity, 52–54; reception, 55; newspaper, 56; advertising, 57–58; special delegations, 59–60; church co-operation, 61; schools, 62; foreign groups, 63; speakers, 64; personal canvass, 64–65; reception, 98; organizing local, 111–112

CONNECTICUT: publicity tours, train equipment, 131, 134; bibliography, 141

CO-OPERATION: value of, 18, 19, 117; and publicity, 40–41; arrangements for local committees, 44, 45-65, 98, 111; churches, 61; schools, 62; railroads, 117

COST: economical advantages of train or truck, 4; budget estimates, 9–10; record of Pennsylvania train tour, 9; automobile tour in Maryland, 9

DAIRY TRAINS: tour described by E. A. Clark, of Illinois, 15–16; list of tours, 118–125; bibliography, 137, 139, 141. See also *Agriculture*

DEAN, GEORGE A.: describes Hessian Fly Special, 17–20, 139

DELEGATIONS: advance plans for special groups, 59–60, 102; from churches, 60, 61; schools, 60, 62; hotels and restaurants, 60; food dealers, 60; employes, 60; clubs, 60; children and teachers, 102

DEMONSTRATIONS: effectiveness of initial presentation, 5–7; adaptability of trains for, 10, 11; trucks, 11; Peach Special, 14; dairy train and milking machine, 15–16; food conservation, 22, 24, 37, 52; canning kitchens, 37–38; Land Clearing Special, 52; program outlined, 74–76; types of cars adapted to, 78–79; kitchen illustrated, opposite 92; arrangement of car for, 92–93; tours, and equipment, 122, 124, 126, 129, 130, 133; publications, 140

DICKSON, J. R.: describes forestry car, 90–92, 140

DISPENSARIES: scope of service, 27–33; Children's Year Special of Cleveland, 28–30; motor trucks in Italy, 30; Children's Bureau government truck, 30–33; publication on, 142

DOWLING, OSCAR: health train pioneer, 20

INDEX

ECONOMY: advantages of train and truck, 4; records of tours, 9–10; war propaganda, 21–23

EDUCATION: advantages of tours, 3–8, 11, 25, 27, 117; campaign tours, 118–136; bibliography, 137–142

ENGLAND: publicity tours, 134; bibliography, 138

ENTOMOLOGY: and Hessian fly in Kansas, 18–19

EXHIBIT CARS: peach industry, 13–14; dairy train, 15; pure seed, 16; health tours, 20–21; government specials, 22–24; opposite 70 and 77; various types, 78–79; correct designs for, 79; living accommodations, 80; cleaning methods, 80–81; form and content of exhibits, 81–83; moving audiences, 84, 86; correct arrangement of interiors, 85, opposite 86 and 87; placing exhibits, 87–90; description of Canadian forestry car, 90–92; moving people through, 99; explainers for, 104–105; list of, by states, 118–136

EXPENSES: See *Cost*

EXPLAINERS: services of, 104–105

FLAT CARS: dairy trains, 15–16; for conservation work, 22, 77, 79, opposite 80; Land Clearing Specials, 126, 127; recruiting, 129

FLORIDA: publicity tours, and equipment, 120, 127

FOLLOW-UP WORK: and careful planning, 8; reception committees valuable, 98; aims, and suggestions for efficient, 106–114; fixing impressions, 107; printed matter, 109–110; local organizations to take part, 111–113; of West Virginia Public Health Council, 112; results, method of checking, 113; criticisms, 114

FOOD CONSERVATION TRAINS: government tours, 21–24; and child welfare, 23, 24; canning kitchens, 37–38; work assignments, 52, 54, 61, 65; illustration of exhibit car, N. Y. College of Agriculture, opposite 86; demonstration kitchen illustrated, opposite 92; list of tours, 118, 123, 125, 130; bibliography, 138, 140

FRANCE: truck tours for health purposes, 131

GEORGIA: Land Clearing Special, advance work, 52; publicity tours, train equipment, 120, 133, 134

GOOD ROADS SPECIAL: publicity tours, train equipment, 119, 126, 133; bibliography, 138, 141

HALLIDAY, J. D.: health education tours planned and directed by, 28

HEALTH CARS: advance publicity in West Virginia, 46–48; topics and exhibits presented, 68; over-crowded exhibits, 82; methods to attract attention, 82, 83; report of follow-up work, 112; list of tours, 127, 128, 131–133, 136; bibliography, 138, 139, 140, 141, 142

HEALTH EXHIBITS: motion picture truck of N. Y. State, opposite 10; health trains in Louisiana, 20; child welfare

in Kansas, 21; West Virginia Health Special, 21; purpose of government train, 23; Children's Year Special, 23; variety of topics, 68; train tours, 127–128; truck tours, 131–133; wagon tour, 136; motorcycle tour, 136; bibliography, 138, 139, 140, 141, 142

HEALTHMOBILE: of N. Y. State, opposite 10; motion picture tour in North Carolina, 26; publicity tour of, 132

HESSIAN FLY SPECIAL: description of train run in Kansas, 17–20, 139; speakers and publicity, 18–19; train equipment, 122

HOLLINGWORTH, H. L.: on Advertising and Selling, 107

HOME POWER SPECIAL: demonstration of conveniences, 16

ILLINOIS: tour of dairy train in, 15–16; publicity tours, train equipment, 120, 131, 133; bibliography, 138, 139

ILLUSTRATIONS: opposite 10, 14, 20, 28, 29, 30, 31, 38, 39, 44, 70, 76, 77, 80, 84, 85, 86, 87, 92

INDIANA: publicity tours, train equipment, 121, 131; bibliography, 142

INFORMATION SOURCES: 2, 117

IOWA: publicity tours, train equipment, 122; bibliography, 139

ITALY: health trucks, 28, 30, 131; motor clinics, 30; publicity tours, 131

ITINERARY: planning, 94–97. See also *Tours*

KANSAS: Hessian fly train described, 17–20, 122; State Agricultural College co-operates with railroad, 17, 18; publicity tours, 127; bibliography, 139

KENTUCKY: publicity tours, train equipment, 122, 127; bibliography, 137, 139, 140

LAND CLEARING: demonstration work, with automobiles, 52; publicity tours, 120, 126–127; bibliography, 140

LINCOLN HIGHWAY ASSOCIATION: and transcontinental tour, 40–41, 133

LOUISIANA: success of health trains, 20; publicity tours, train equipment, 120, 127, 129, 131; bibliography, 137, 139

MARYLAND: cost of automobile tour, 9; publicity tours, train equipment, 122, 132, 134

MASSACHUSETTS: child welfare tours, 24; publicity tours, 130, 132, 135

MEMORY: impressions, and follow-up work, 107–109

MESSAGE, PREPARATION OF: 66–73; choosing a topic, 67–70; limiting the message, 69; program planning, 71–77

MICHIGAN: Children's Year Special, 23; publicity tours, train equipment, 122, 135

MINNESOTA: publicity tours, train equipment, 122

MISSISSIPPI: publicity tours, train equipment, 123, 132

MISSOURI: Women's Patriotic Special, 22; publicity tours, train equipment, 123, 128, 134

MOTION PICTURES: cost of automobile tour, 9; N. Y. State healthmobile, opposite 10; truck tours, 25–41; North Carolina health campaign, 26; Children's Special of Cleveland, 28; Wisconsin Anti-Tuberculosis Association, 37; advance publicity, and slides, 57–58; state tours using, 124, 128, 129, 130, 131–135; bibliography, 137, 138, 140, 141, 142

MOTORCYCLES: description of a "Knight of Health," 34–37, 139; tours in Canada and Wisconsin, 135, 136

MOTOR TRANSPORT CORPS: purpose and description of transcontinental train, 39–41; publicity tours, 133

MOTOR VEHICLES: See *Trucks*

MOVING AUDIENCES: displaying exhibits to, 84, 86

NEBRASKA: publicity tours, train equipment, 123

NEVADA: publicity tours, train equipment, 123

NEW JERSEY: publicity tours, train equipment, 123

NEWSPAPERS: advance publicity for, 56, 58. See also *Publicity*

NEW YORK: healthmobile, opposite 10; food conservation train, 22; publicity tours, and equipment, 123, 129, 132, 134, 135; bibliography, 137, 140

NORTH CAROLINA: Board of Health motion picture tour, 26; publicity tours, train equipment, 124, 132, 135; bibliography, 141

NOVEL PRESENTATION: advantages of, 4–7; secures publicity, 6; motion picture trucks 25–28; "Motorcycle Knight of Health," 34–37; along Lincoln Highway, 40–41

OHIO: Children's Year Special of Cleveland, 27–30; illustrations and trucks, 28–29; publicity tours, 130, 132

ORGANIZATION: advance publicity important, 42–65; assignments for committees, 52–65; report of follow-up work, 112–113

OUTDOOR SPEAKING, 16, 34, 75, 77

PEACH DEMONSTRATION TRAIN: description, and illustration of exhibit car, 13–14; advance publicity, 48; state tours, 118, 125

PENNSYLVANIA: cost of tour in, 9; food conservation train, 22; canning kitchen of Allegheny County Council, 37–39; advance assignments for committees, 53; publicity tours, 125, 130; bibliography, 140

PERMANENCE: of activities, 5; organization and follow-up work, 111–114

PLACES VISITED: planning an itinerary, 94–96

POSTERS: type of agricultural, 43; advertising committees, 57

PROGRAMS: choice of a topic, 66, 67–70; form of presentation, 67–71; unit programs, 71–72; of exhibit trains, 73–75; of demonstration and exhibit, 76; advice in planning, 94–96, 101–104

INDEX

PUBLICITY: advantages of tours, 4; first impression valuable, 7; and successful co-operation, 19; advance work important, 40, 42–65; advertisements, 43; specialized appeal, 44; committees, co-operation of, 45; preparation of letters, and example, 46–48; advance agents, duties of, 49–52; assignments, features of, 53, 54; reception committee, 55; committee on newspapers, 56; advertising committee, 57; committee on special delegations, 59–60; church co-operation, 61; schools, 62; foreign language groups, 63; speakers, 64; committee on personal canvass, 65; and follow-up work, 109–114. See also *Advertising*

PURE SEED SPECIAL: home power equipment, 16; arrangement of exhibits, opposite 87; exhibit trains, 124, 126; "Gospel of Good Seed," 138

PURPOSE: and advantages, 3-4, 117; of Motor Transport Corps tour, 39–40

RAILROADS: co-operation of, and list of educational tours, 117–129; bibliography, 137–140, 142. See also *Trains*

RECEPTION COMMITTEES: advance assignments for, 55, 98

RELAXATION: staff members need, 103, 105

RHODE ISLAND: publicity tours, train equipment, 130

SAFETY FIRST TRAINS: publicity tours, 128, 129; bibliography, 141, 142

SCHEDULE: train stops discussed, 94, 96–97; work and rest periods, 103–105

SCHOOLS: co-operation, 62; attendance of children, and management, 102; car as model school room, 128, 129; and dental education, 132; of conservation, 140

"SKIP STOPS," 97

SPEAKERS: attraction of prominent, 6; short talks in lecture coaches, 15; outdoor lectures, 16, 77; Hessian Fly Special, 18–19; health talks and child welfare, 21, 24; advance work for committees on, 64; chief factors of success, 73, 74, 75; explainers, 104

STAFF MEMBERS: traveling accommodations, 80; provision for rest and comfort, 103, 105

TENNESSEE: publicity tours, train equipment, 125

TEXAS: Peach Special, 13–14; agricultural train program, 74–75; publicity tours, 125

THEATERS. See *Motion Pictures*

TOPICS: selection of, 67–68; presentation, 68–71

TOURS: factors in planning, 94–105; time stops, 96–97; "skip-stops," 97; list of traveling campaigns, 117–136

TRAINS: advantages of tours by, 4–8, 11; campaign costs, 9; agricultural campaigns, 13–19; health tours, 20–21; trolleys, 23; child welfare, 24; planning an itinerary, 94–97; moving visitors through, 99; list of agricultural, 118–127; list of food conservation, 123, 125;

list of health specials, 127–128; safety first trains, 128, 129; safety first tours, 128, 129; bibliography, 137–141

TRANSCONTINENTAL TOURS: purposes, 39–40; Lincoln Highway Association co-operates, 40–41; train equipment, 133

TROLLEY TOURS: child welfare, 23–24, 135

TRUCKS: advantages of tours by, 4, 5, 6–8, 11; cost of tours, 9; adaptability, 11, 25; North Carolina health car, 26; traveling dispensaries, 27–34; Children's Year Special, 27–29; clinics in Italy, 30; Child Welfare Special, 30–34; speaking tours, 34–37; canning truck and portable kitchen, 37–39; transcontinental tour, War Department, 39–40; and Lincoln Highway Association, 40–41; planning an itinerary, 94–97; list of agricultural, 129–130; list of food conservation, 130; list of health specials, 131–133; motor transport tours, 133–134; motion picture tours, 134–135; bibliography, 138, 140, 142. See also *Automobiles*

TUBERCULOSIS: motor truck clinics in Italy, 30; Wisconsin Anti-Tuberculosis Association, 34, 37; attention getting device, 82; health tours, and publicity, 127, 128, 131, 132, 133, 136; bibliography, 139, 140, 141, 142

TYPES OF CARS: for exhibit or demonstration, 78–79

UNITED STATES: Safety First Train, 23; Child Welfare Special, 30–33; food conservation truck, 37–39; transcontinental motor tour, 39–41; Lincoln Highway and Transport Corps, 40–41, 133; publicity tours, train equipment, 118, 127, 128, 131, 133, 134; bibliography, 141

UNIT PROGRAMS: features included, 71–73

UTAH: publicity tours, train equipment, 126

VERMONT: publicity tours, health wagon, 136; bibliography, 140

VIRGINIA: publicity tours, train equipment, 126, 129, 130, 134

VISUALIZATION: essential in preparing message and program, 66–72

WASHINGTON: publicity tours, train equipment, 126, 133; bibliography, 140

WEST VIRGINIA: example of health publicity letter, 46–48; report on follow-up organization work, 112–113; publicity tours, 126, 128, 133, 135

WINDOW DISPLAYS: announcements and signs, 57

WISCONSIN: farm methods promoted by College of Agriculture, 16; Anti-Tuberculosis Association work, 34, 37; publicity tours, 126, 130, 133, 136; bibliography, 139, 140

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